

CV.
me.

Think me.strategy
Product Review
personal branding



Our Goal:

**Be Relevant
in Today's Market
& Tell Your Story**

me.



So Why Have a Brand?

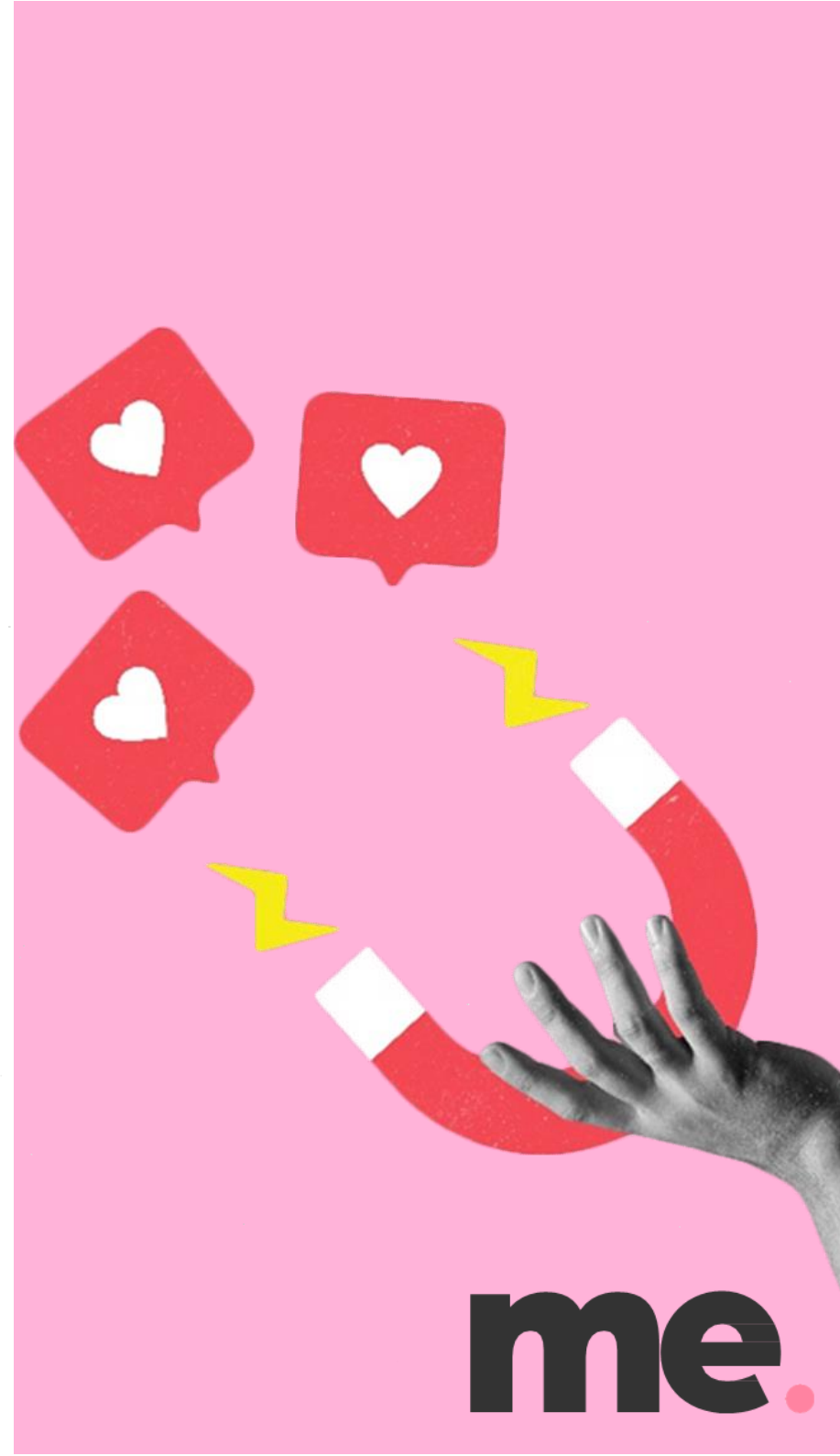
What is your favorite consumer brand?
What do they represent?

Connection

Emotion

Trust

Clarity & Purpose



me.

me.

- + Brands we Love**
- + Brands we Buy**
- + Brands we Admire**
- + Unimpressive Brands**



Brand Experience

We fall in love with Brands!

How a Brand is **perceived** will affect its success

More importantly a Brand will be defined by the **experience**
'actions speak louder than words'

A compelling proposition can spark a customers' interest, but it's
the **brand experience** that unlocks customer **demand**



Think of the Worlds most valuable Brands

What value do these brands represent

What is the brand experience like

What value does your brand represent

What does your brand experience look like



Does Your Brand Represent?

Relevance

Knowledge

Insights

Influence

Meaning

Purpose

Trust

Built over time



me.

Relevance

relevance

/ˈrɛlɪv(ə)ns/

noun

1. the quality or state of being closely connected or appropriate.

Trust

trust

/trʌst/

noun

1. firm belief in the reliability, truth, or ability of someone or something. "relations have to be built on trust"

Relevance

How you stay relevant with these 3 elements



Connectivity

Share knowledge, insights, experiences, relationships and aligned stories

Our world is driven by social media so you can be relevant right now and this second!

Influence

Move Up the influence curve in a crowded competitive market

Be noticed by shaping your stories to the interest levels of your intended audience

Content

Connect in a marketplace where access to content is extensive and broad reaching

Today's job market means candidates and job fulfilment attracts a global audience



Beat the Competition

Create your brand stories to land the best Jobs
Stay ahead of the competition
Create infinite choices for career pathways
Stand out in a crowded marketplace
Look for ways to connect emotionally
Become irreplaceable

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Ask Yourself

What does your LinkedIn, Facebook & Twitter profiles say about you?

Does your Personal Brand link to the Values of the Firm

What does Google say about you

Does LinkedIn tell 'Your Story'

Do you tell Stories on LinkedIn... What do They Say

Blogging & Posting & Comments are your Stories

Do your Stories align with the Firm you want to work for

Can your Stories differentiate you from competitors

Your Stories are your Brand





Pivot

Solve Today's Problems

- + Watch Industries & Businesses pivot
- + Change in Job Demands
- + Change in Skills & Capabilities

Jobs of today

- + People must deliver value
- + Greater collaboration with broad functions
- + Result orientation
- + Be Innovative: Think outside the box
- + Be Relevant
- + Creative & Innovative



**Have you ever wondered
why certain individuals
in your field rise out of
nowhere to prominence?**

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How Are you Visible?

Know your Value Proposition

Promote a UNIQUE Value Proposition

Deeply understand what others want from you

Pivot to the Today World

Identify your Authentic Self Story

Share Your Stories

Always be Relevant





Visible

Do Experts:

Solve Today's Problems

Get all the attention!

Are they smarter

+ Privy to a magical branding strategy

NO

They developed their personal branding strategies the HARD way

Through trial and error

Different paths

Trying & discarding a host of tools & techniques

Pitch Your Brand

The Companies you wish to work with are your 'Customer'
Think about your Brand Pitch to the Customer market

Connect Your Brand

Companies will connect with you if you are relevant to their
How your Brand is perceived will affect the Customer vision

Tell Your Story

Stories are tremendously powerful and should:

- + Persuade
- + Promote empathy
- + Provoke action

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Content

Does Your **Story** Persuade Motivate & Inspire

Does Your Story **Connect** in ways facts & bullet points do not!

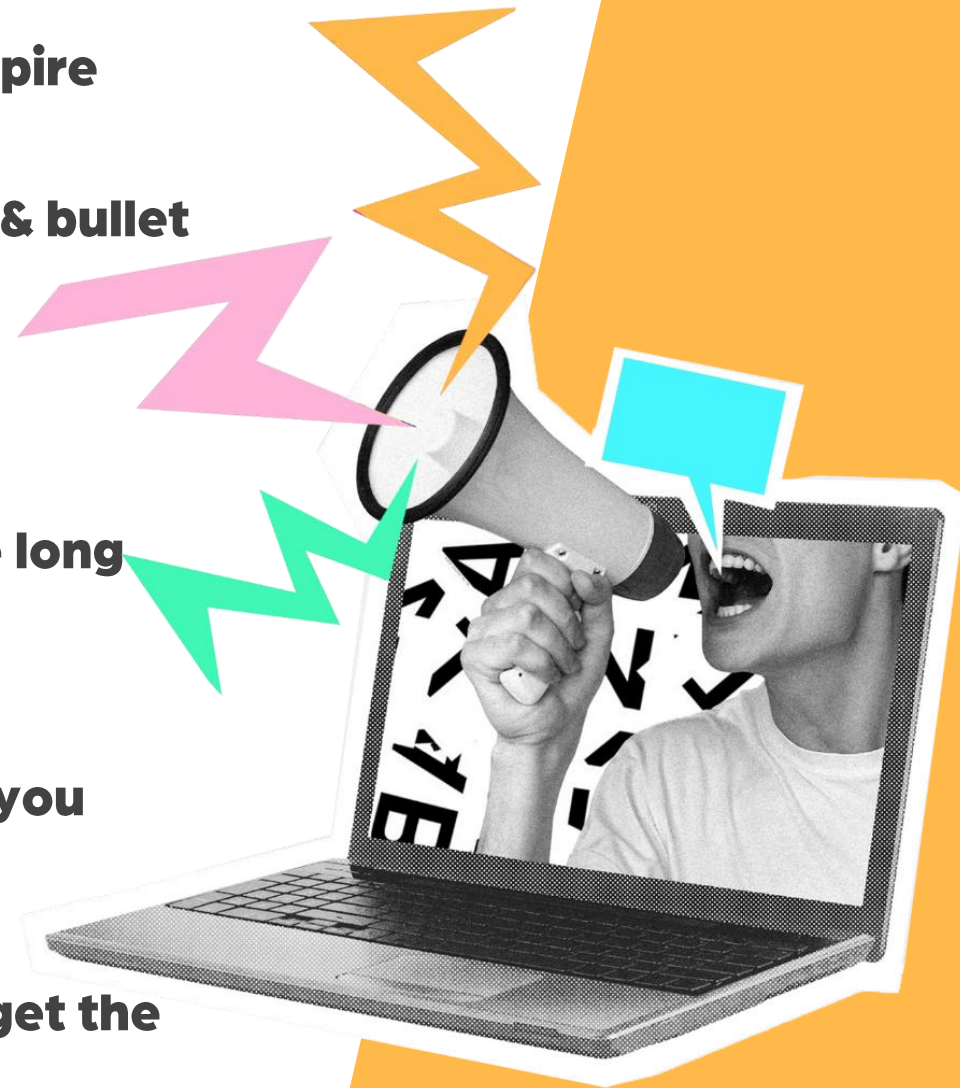
Do you have an **Elevator Pitch**

Do you know how to tell your Story: Get the long version right & will people **listen**

History: People will **Google** you before you meet, some things you can't change

LinkedIn profiles can be **refreshed** to get the Story aligned to where you want to land

A well thought out CV is the **script** to connect your value proposition with the future position



me.

Formula to Success!

me.

The Golden Circle

What

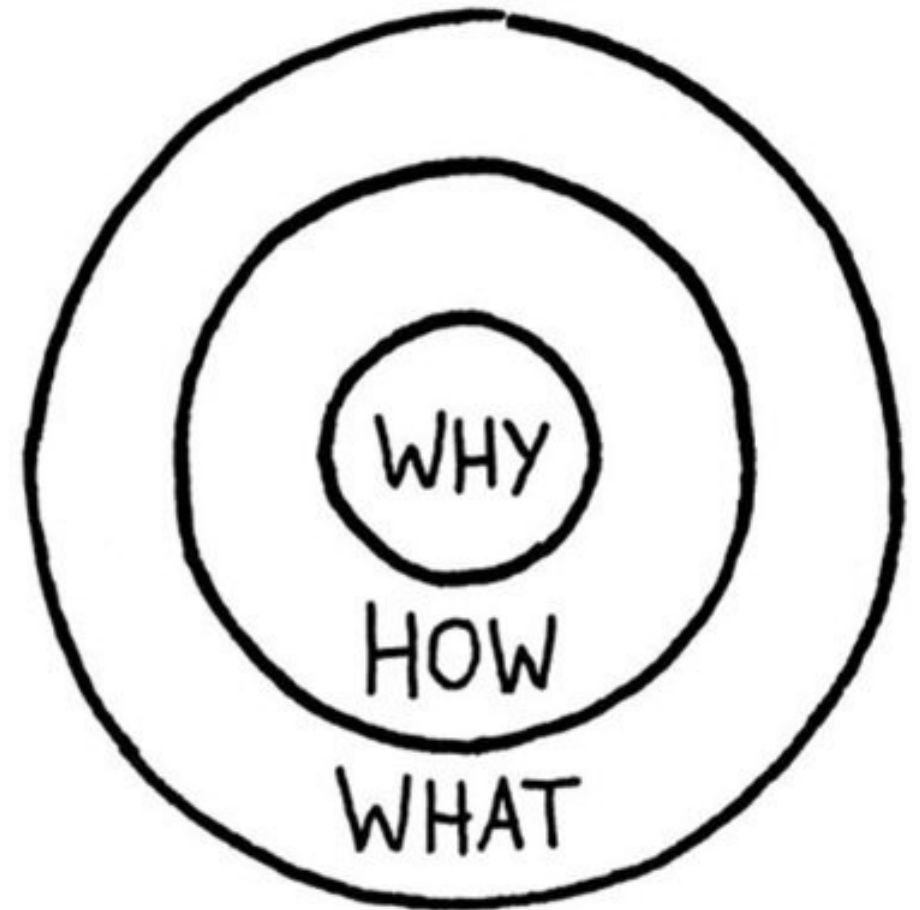
Every organisation on the planet knows WHAT they do. There are products they sell or the services they offer.

How

Some organisations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organisations know WHY they do what they do. WHY is not about making money. That's a result. The Why is a purpose, cause or belief. It's the very reason your organisation exists.



Literature: Find Your Why Simon Sinek

Formula to Success!

The Golden Circle

Your What:

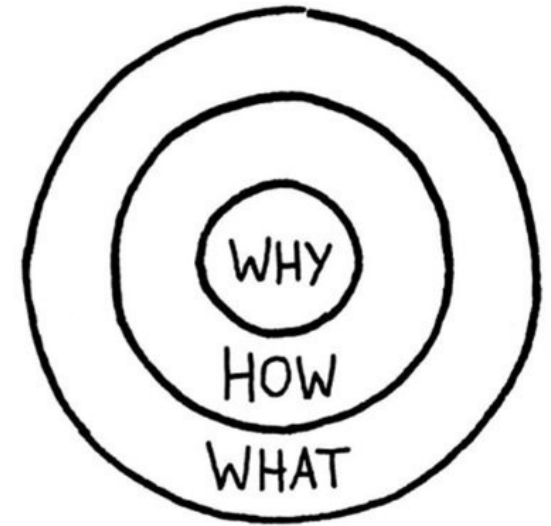
Job functions you perform

Your How:

Actions: they are your Strengths

Your Why:

Collective Purpose, how you contributed to the big picture



Literature: Find Your Why Simon Sinek

**'People don't buy what you do,
they buy **Why** you do it'**

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How

- + Gifted are YOU
- + Game are YOU
- + Generous are YOU

When

- + Do you Excel
- + Do you Deliver
- + Do you Influence
- + Do you Collaborate
- + Do you Have Interest in Others





Be Inspired

**'The chance to
make a memory is
the essence of
brand marketing'**

-Steve Jobs

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Superpowers

How do you showcase
your Superpowers?

gifted

Clever or having a special ability

game

Eager or willing to do things that are
new, challenging or involve risks

generous

Willing to give help or support
more than is usual or expected

me.





A Star?

High performers succeed not only because of their unique skill set **MORE SO** due to **work ethic & chemistry** with others

Do you have the Star Factor?

EQ over IQ

Be Skilled/focus

Work Ethic

Go-To Team Member Help

out peers

Serve as a bridge

Know the ins and outs

Stay updated on management decisions

Leverage the Network

Invest in Relationships

Engage in behaviours that lead to high-quality relationships



Do you have a **me.plan**

Impact

- + Who are You
- + Who are you Working for
- + Who Needs to Know You
- + How will they Find You
- + Who are your Fans
- + What Value do you provide
- + Do you offer Thought Leadership
- + What do you Teach others
- + What are your Passions
- + Do you play a Community role
- + What Associations & Clubs do you belong
- + Board roles



Development

Training

Aim to be a life long learner

Take advantage of free courses: LinkedIn Learning

Oxford University Podcasts

Go online: Harvard Online, Udemy, Open Learning Initiative

Open Yale, Udacity, Stanford Engineering Everywhere

Mentor

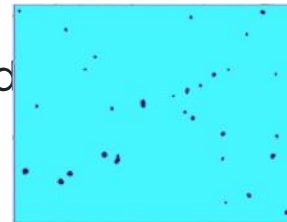
Work out where you have gaps, seek out mentor to help

Passion Project

Pursue a Passion Project to leverage broader skill development & expertise to flex skills or take risks

Community

Pro bono projects within your Community to build skills & networks



Your Story

Work on the content for your 'stories' and 'success factors' for key roles in your career, tell a holistic story

What was the Board Strategy, CEO strategies, market challenges & opportunities, how did your achievements relate to contribute to the successful execution



me.

Knowledge

The Experts with amazing Published Books:

- + Garry Browne 'Brand New Brand You'
- + John Purkiss & David Royston-Lee 'Brand You'
- + Annette Simmons 'The Story Factor'
- + Catherine Kaputa 'You are a Brand'
- + Elizabeth Harr 'The Visible Expert'



**'Every Success
Story is a Tale
of Constant
Adaption,
Revision &
Change'**

– Richard Branson



CV-me.

think me.strategy

brand-me.

Build a MEMAP: We map your career journey & develop your personal brand, know how to tell your authentic story and stand out in a crowded market. Be 'FUTURE YOU' ready with clarity on your career journey

develop-me.

Keep learning and grow your skills and capabilities. We provide Mentor & Coach ideas so you can think about continuous learning so your career will flourish and stay relevant



notice-me.

Focus on how to promote your brand and profile. Be recognised and connected with the networks that will build career growth. Our network-me. worksheets are a guide to improving your network and we provide social media strategies to promote you

land-me.

Land the best career, work with great leaders, teams, culture, development, benefits. Future career growth potential and how you grow is a real differentiator in landing a new job role

promote-me.

Always be ready to live your best career life. We evolve your future me career maps to advance your career. Be your best self.

CV-ME Products

cv-me.

Our Products

CV- ME PROFESSIONAL	CV-ME MANAGER	CV-ME EXECUTIVE
60 MINUTE CONSULTING SESSION/S	90 MINUTE CONSULTING SESSION/S	240 MINUTE CONSULTING SESSION/S
Land the Best Job	Play to Your Strengths	Promote Strategic Executive Capabilities
<ul style="list-style-type: none">• Develop your Unique Stories to capture new content and differentiate• Build a Future MEMAP and know how to pivot to stay relevant to land the best jobs• Work to nail your Stories connected to the WHY so you get noticed	<ul style="list-style-type: none">• We understand the real YOU, map your career journey, identify future career paths• We know how to make your achievements really stand out and identify the uniques about you to get you Noticed and Promote your Brand	<ul style="list-style-type: none">• Create Stories that enhance your Leadership Achievements• We uncover what is distinctive about your Brand• Know the narrative that promotes you for the Best Jobs• Personal Branding, Blogs & Networking
\$675+GST	\$775+GST	\$1350+GST

+

CV- ME FUTURE ME
REJUVENATE ANUALLY
<ul style="list-style-type: none">• As A CV-ME Customer we stay connected and motivate you to refresh your career goals and update your CV annually• Our subscription model means you are always ready to promote your CV to the world for a new job, promotion or pitch for a salary increase
\$165+GST

CV-me.

Your me.strategy partner:

A CV & LinkedIn Profile that makes an impact

Pitch Your Brand

Get Noticed

Tell your Stories

Promote an aligned value proposition

Land the Best Jobs, the Right Career

Think personal branding **Think** me.strategy

me.

think me.strategy

cv-me.com.au

Go to our website

Select the Product: Professional | Manager | Executive

Purchase the Service

Your personal brand journey commences

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cv-me.