

Your Career Story

Branding, Networking, and Professional Growth

Welcome and Session Overview

- ▶ Understanding your career story and professional identity.
- ▶ Building your personal brand.
- ▶ Creating and maintaining a professional portfolio.
- ▶ Networking strategies and relationship building.
- ▶ Practical career growth techniques you can use immediately.

Why Your Career Story Matters

- ▶ Your story communicates your value and strengths.
- ▶ Professional growth is intentional.
- ▶ A strong career story builds confidence and visibility.
- ▶ Your experiences, skills, and goals create your professional narrative.
 - ▶ What is your why?
 - ▶ How do you live your why in your work?
 - ▶ What can you do to keep developing?

Personal Branding

- ▶ Your brand is how people experience and remember you.
 - ▶ "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou
- ▶ Identify your strengths, values, and professional style.
- ▶ Be consistent across communication, online presence, and interactions.
- ▶ Ask yourself: What do I want to be known for?

Professional Presence

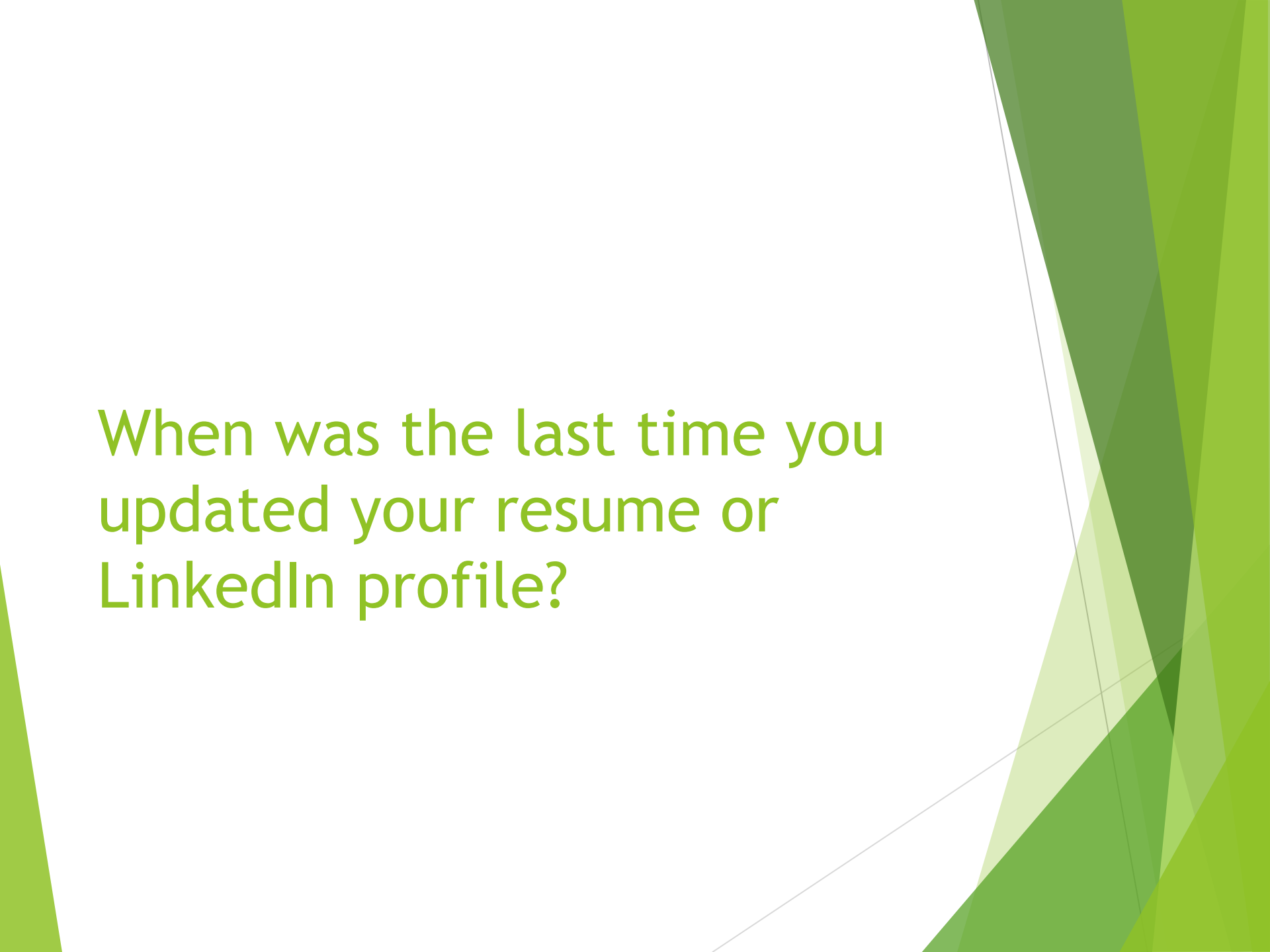
- ▶ Communicate clearly and professionally.
- ▶ Be reliable, collaborative, and solution-oriented.
- ▶ Develop a reputation for follow-through and positivity.
- ▶ Professional growth includes emotional intelligence and adaptability.

Developing a Growth Mindset

- ▶ View challenges as opportunities to learn
- ▶ Seek feedback and continuous improvement
- ▶ Be proactive about professional development
- ▶ Invest in your long-term career goals
 - ▶ What are ways we can invest in our career goals?

Building Your Professional File

- ▶ Keep an updated resume and LinkedIn profile.
- ▶ Track accomplishments, projects, and measurable outcomes.
- ▶ Save awards, recognitions, presentations, and certifications.
- ▶ Maintain examples of leadership, collaboration, and innovation.

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When was the last time you
updated your resume or
LinkedIn profile?

Action Steps You Can Start Today

- ▶ Update/Create your resume and LinkedIn profile
 - ▶ Have someone review them and provide feedback
 - ▶ Use transferable skills, action items, skills and competency-based statements
 - ▶ **Action Verb + What You Did + Impact/Result**
 - ▶ “Developed and facilitated career workshops for 100+ students, increasing participation in career services by 25%.”
 - ▶ Instead of: “Attended meetings”
 - ▶ Write: “Collaborated with cross-functional teams to improve communication and project coordination.”

Do you currently track
your work? How?

Action Steps You can Start Today

- ▶ Start your Professional Work Accomplishments Tracking
 - ▶ Weekly Career Accomplishments - What did I accomplish this week?
 - ▶ What problem did I solve?
 - ▶ Who did I help or support?
 - ▶ What positive feedback did I receive?
 - ▶ What skill did I strengthen?
 - ▶ What am I proud of?
 - ▶ **Monthly Career Check-In**
 - ▶ What accomplishments should I document?
 - ▶ What new skills did I develop?
 - ▶ What evidence demonstrates my impact?
 - ▶ What stories would I share in an interview?

Action Steps You Can Start Today

- ▶ Write down 5 recent professional accomplishments
- ▶ Identify 3 people you want to connect with professionally
 - ▶ Start an email to them
 - ▶ Introduce yourself
 - ▶ What do you want to talk about with them
 - ▶ Provide availability
 - ▶ Thank them for their time
- ▶ Set one short-term and one long-term career goal

Resources & Trackers

- ▶ **Professional Accomplishment Tracker & Portfolio Templates**
 - ▶ [Word Version](#)
 - ▶ [Excel Version](#)
 - ▶ [Another Word Version](#)
- ▶ [LinkedIn Tips](#)

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Cultivating Community

Powerful Networking



6 degrees of Kevin Bacon? The game's name is a reference to "six degrees of separation", a concept which posits that any two people on Earth are six or fewer acquaintance links apart.

The Power of Networking

- ▶ Networking is relationship building, not self-promotion.
- ▶ Strong networks create opportunities and support.
- ▶ Connections can lead to mentorship, collaboration, and career growth.
- ▶ Start with authentic conversations and curiosity.
- ▶ Cultivate your community through your daily interactions.

Practical Networking Tips

- ▶ Attend campus and professional events.
- ▶ Introduce yourself with confidence and authenticity.
- ▶ Ask thoughtful questions and actively listen.
- ▶ Follow up and maintain professional relationships.



Write down names of individuals in your network!

Reflection

- ▶ What part of your career story are you most proud of?
- ▶ What professional goals are you currently working toward?
- ▶ What do you want to become known for professionally?
- ▶ Does your resume, LinkedIn profile, or professional presence reflect who you are today?
- ▶ What is one area of your professional image or communication you would like to strengthen?
- ▶ What skills or experiences do you need to grow into your next opportunity?

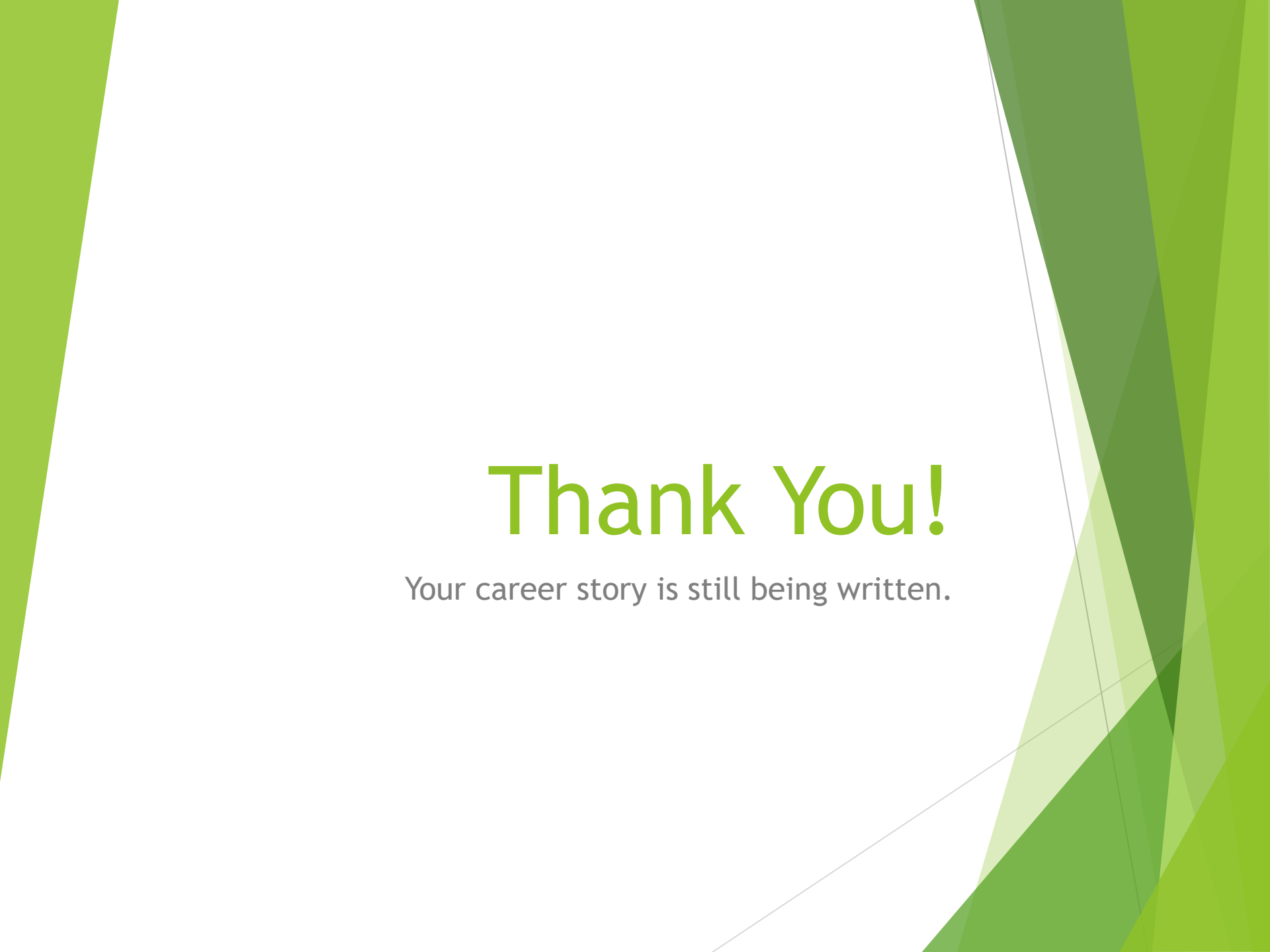
Follow-Up Networking Session

- ▶ Join us Thursday, 5/28 at 1 PM.
- ▶ Participate in live networking with colleagues across campuses.
- ▶ Practice relationship-building and professional introductions.
- ▶ Expand your professional community.
- ▶ Continue to cultivate your community.

For tomorrow's networking session

Come prepared with:

- ▶ A short professional introduction
 - ▶ “Tell us about yourself”
 - ▶ Keep it under 2 minutes, Focus on themes, not every job.
 - ▶ “I’m a higher education professional with extensive experience in career development, student affairs, and administration. Throughout my career, I’ve led initiatives focused on student success, team development, and operational effectiveness. I’m especially passionate about helping individuals identify meaningful career paths and creating environments where people feel supported and empowered. At this stage in my career, I’m excited about opportunities to continue mentoring others while contributing strategically to organizational growth.”
- ▶ One recent professional accomplishment you are proud of.
- ▶ One professional goal you are currently working toward or want to work towards?
 - ▶ How can networking support your future growth?
- ▶ What fears or challenges have held you back professionally?
 - ▶ What strategies can you employ? What actionable steps can you take to tackle the challenge or fear?

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Thank You!

Your career story is still being written.