

30 Second Commercial (Career Planning)

Personal Branding

You've heard the phrase "You only have one chance to make a first impression".

This is very true, therefore a lot of work needs to go into making this first impression a favourable one.

When you are introducing yourself, you may wish to include the following:

Your Name

Your most recent
position or role

Your key strengths

What you want to do
next

As you embark on your career transition, how would you answer the following? How prepared are you at this moment to:

- Describe your key strengths and areas of expertise?
- Articulate your effectiveness through your achievements?
- Positively and confidently outline your current situation?
- Clearly state what you want from the future?

N.B. It may be interesting to ask yourself these questions again and again as you progress through your career transition.