

# PETER NÄF

## karrierecoaching

### PERSONAL BRANDING

#### Branding as a trend on the labour market

The term personal branding is less common than its counterpart on the corporate side: employer branding. Both terms belong in the same context. Companies are in increasing competition with other companies on the labour market for sought-after specialists (war for talents). To hold their own in this competition, companies make use of strategies from product and service marketing. By building up an employer brand, they make themselves attractive for interesting specialists and managers. They analyze what their target group values and adapt their offer accordingly. Job seekers are in a comparable situation. They must position themselves in a rapidly changing economic environment in order to remain successful in the market in the long term (employability). Specialists are in demand, but they also compete with each other for the most attractive jobs. Those who succeed in working for a market leader gain a long-term position advantage.

#### What is personal branding?

In order to attract attention on the job market, more and more people are using personal branding. Analogous to companies, building a personal brand is a long-term strategy. A good reputation cannot be built up by those who need it for an upcoming application. Anyone who wants to do good self-marketing must first clarify fundamental questions: Who am I? What do I want? What do I stand for? These basics are worked out in a personal and professional assessment. Only then is it necessary to implement the strategy on the various communication channels. It is important to appear uniformly on all channels in order to create a personal identity similar to a corporate identity. LinkedIn offers the possibility to present yourself with a profile to potential employers. This allows companies to approach interesting profiles if required. Because the best jobs are often offered when you are not looking for a job.