

PERSONAL BRANDING

Strong brands are recognised by their consistency – not by how loud they are.

Personal branding is the counterpart to employer branding. Just as companies position themselves with a strong employer brand in the competition for talent, job seekers face a similar challenge: to differentiate themselves in a dynamic labour market. In-demand professionals and managers, in particular, are competing with one another for the most attractive roles. Those who position themselves actively and strategically as individuals with a clear profile have an advantage.

Personal branding is more than short-term self-marketing. It is a long-term strategy built on clarity about who you are: Who am I? What do I stand for? What do I want? These questions form the foundation of a strong personal brand – and a coherent professional identity. Ideally, they are addressed as part of a personal and professional assessment.

Only then does implementation follow: consistently across all channels – from the CV to the LinkedIn profile. Those who remain visible over time will be approached – often when they are not actively looking.

Articles on personal branding (all articles)

- Personal branding without myths
- The 4 Ps of self-marketing