

Leveraging your DePaul education.

Someone once told me that you don't need a college education to be successful in life. And the truth is, there are many successful people doing their best life's work without a formal education. So, then I asked, what's the point? *Formal education is the most expensive networking event you will ever attend. Why? **Shared commonalities.***

Actionable items:

- Join **associations and professional networks** on a multitude of industries or specialties.
 - The alumni association, college alumni events (marketing alumni network page).
- Reach out to **former colleagues, professors, and classmates** via LinkedIn or social media professional channels.
 - Go to the Search option and go by profession, filter by school, or go to the company's page you are interested in and see your DePaul alumni matches. Reach out via email or LinkedIn messaging, ask them for a phone call or coffee at a convenient time. Seek shared commonalities.
 - Don't know what to say?
 - Seek shared commonalities. It is a psychological fact that people enjoy talking about themselves. Use that to your advantage.
 - Be respectful of their time, please be on time.
- Connect with like-minded (or not) to **challenge yourself and reach new growth.**
- **Nurture relationships** and feed into them, as they will also feed into you.
- **Speak your value and ambitions** – BIG ONE – no one is in charge or oversees your career growth or pathway more than YOU.

Build your brand identity with purpose.

- Build your story.
 - The new elevator pitch!
 - Create an engaging hook on the authenticity and emotional aspect of your "why?".
 - *I am a small business owner or marketing and communications specialist focused on professional*

development tools for minorities; from internships to resume building.

- *My focus is on empowering others and creating actionable items to reach and maintain “more”.*
- *I want people to brand themselves with confidence, as the experts they are.*
- Lean into transparency to build trust and credibility,
- Establish yourself as an expert.
 - Share relevant information and unique content that resonated with your audience.
 - Host or be interviewed for podcasts.
 - Speak at industry events – *here we are.*
- Audit your personal brand equity (perceived value + influence).
- What is brand equity: Brand awareness, association (trustworthiness), loyalty, etc.
 - It all impacts the bottom line.
- Embody *your brand* story and personality (voice and tone)
- Stay true to your purpose.
- Invest in your brand.

Start with LinkedIn unless you have a website/portfolio.

- Headshot + creative bio + headline
 - Update the URL
 - Hashtags – be discoverable.
 - About me + Summary – Who are you, skills or core competencies and highlights in your career, short and sweet.
- Optimize your content.
 - SEO (search engine optimization)
 - Ask for endorsements and recommendations – Pick your people wisely. It is okay to ask if they could recommend/endorse you.
- Join industry groups.
- Make meaningful connections.
 - In and out of social media. Coffee anyone?
- Share what you are learning + engage your audience.
 - Creating an authority in your field.
 - Are you a thought leader in your industry?

- Look into automation tool if you are overwhelmed.
 - Calendly

Let's talk about resumes & purpose.

- What are your **career highlights/achievements**?
 - If you don't know, ask your professional network/co-workers.
 - We are often dismissive of our own achievements.
 - Quantify everything.
- What are your **transferrable skills**?
 - We all have them; these are abilities or skills that transfer from industry to industry and job to job.
 - Create a list of core competencies
- Professional summary
 - This is where you create an attention-grabbing description of who you are professionally. Anyone who picks up your resume will only read the top 1/3 and decide then and there if you are worthy getting to know. YOU ARE.
 - What describes your skills, expertise, and accomplishments best?
 - Performance-driven, results-driven, bilingual educator, etc.
 - Any proven abilities (capacity to) or capabilities (efficiency of)?
 - HINT: Endorsements on LinkedIn
- **Ikigai**? Purpose or reason for being. (Japanese philosophy)
 - How important is this?
 - Create and align careers and dreams, ideal work lifestyle, etc.
 - What do you love?
 - Can't get enough of something?
 - Emotional connection?
 - Love to do but *do not* get paid to do?
 - What are you good at?
 - What is something others ask you to do but *do not* get paid to do?
 - What do you do for work?
 - What can you get paid to do?
 - What does the world need from you?

Book Recommendations

- Kim Scott's Radical Candor
 - "Rockstar or superstar" theory of management
- Paulo Coelho's The Alchemist
 - "Personal legend"

Contact Information

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