**Empowering Young Men To Excel Youth Conference**

**Personal Branding: Looking the Part, Acting the Part**

* **My introduction and journey (BIO)**
* **What is Personal Branding?**

Your personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see of you. It is the telling of your story, and how it reflects your conduct, behavior, spoken and unspoken words and attributes.

Whether you’re an employee or entrepreneur, cultivating a personal brand has become more important than ever. One main reason is because of impact of social media. It is more popular now for recruiters to use social media during the interview process. A large percentage of employers use social media to screen candidates and to check on current employees. So how you brand yourself professionally on social media is very important and crucial to your image.

* **Lasting Impressions – “You Never Get A Second Chance To Make A First Impression”**

How do first impressions affect us?

First impressions have a profound effect on everyday lives. We use them to determine who we should approach and who we should avoid. They can be a deciding factor in friendship choices, trustworthy judgements and hiring decisions.

* **Dress for Success**

How should we as men present ourselves?

They say a picture is worth a thousand words. So, the “picture” you first present needs to demonstrate who you are to the person or persons you are meeting. First, think about the way you dress. Secondly, think about the audience or environment you are dressing for. The key to a good impression is to present yourself appropriately.

* Q&A