# **Topic: Your Professional Brand Image**

### **Definition of Skill**

**Professional Self-Awareness** extends beyond knowing your inner feelings; it includes understanding how those feelings and behaviors are perceived by others. This is often called your "Personal Brand"—the reputation and promise of value you present to an employer.

### **Core Content**

**The Gap: Identity vs. Image** One of the most difficult aspects of self-awareness is recognizing the gap between *Identity* (how you see yourself) and *Image* (how others see you).

* *Example:* You might see yourself as "passionate," but a recruiter might perceive you as "aggressive" or "overbearing" if you don't regulate your tone.
* *Example:* You might see yourself as "careful," but an employer might perceive you as "slow" or "indecisive."

**Closing the Gap** Successful job seeking involves closing this gap. High self-awareness means you can step outside yourself and view your resume, your outfit, and your body language through the eyes of a stranger.

**Consistency is Key** Your brand must be consistent. If you claim to be "detail-oriented" (Internal Resource) but your CV has spelling errors, your brand is broken. Self-awareness allows you to catch these inconsistencies before the interview, ensuring that the "you" who walks in the door matches the "you" on paper.