

## PERSONAL BRANDING – What’s So Special About You?



After a distinguished career with the renowned London Metropolitan Police, Scotland Yard and RCMP, Martin retired in 1991 and launched Elite Resumes helping clients from over 74 countries climb the corporate ladder, expand their reach with executives and recruiters, and land the job they deserve.

His international reputation attracted the attention of the Association of Executive Search Consultants where he was handpicked to join their career services division, BlueSteps, as an Executive Resume Writer and Executive Career Coach for BlueSteps members across the world.

Martin has earned 20+ certifications including: Master Resume Writer, Certified Social Media Career Strategist, Personal Branding Strategist, Job & Career Transition Coach, Employment Interview Professional, and Job Search Trainer.

**Have you ever thought of yourself as a “brand”?** Not many people do. We all have our unique promise of value - our personal brands. If I were to sell you as a brand, can you tell me what is so special about you? What is your unique differentiator? What would you say to a potential employer or recruiter that would compel them to schedule an interview?

Personal branding is about distinguishing yourself from your competition, uncovering through a set process, the unique aspects, attributes and skills that make you special.

Martin will take you on a journey where you will learn how to uncover your unique promise of value, portray your brand in your resume and articulate it verbally to resonate with the audience.

Along with sharing his personal branding secrets, in this seminar Martin will introduce you to the 3 key stepping stones in creating and promoting your personal brand.

### Extract: uncover your unique promise of value.

- Define your vision.
- Define your purpose.
- Document your goal.
- Understand your value.
- Define your passion.
- Understand your strengths.
- Define your competition.
- Define your differentiation.

### Express: building your communications plan.

- Utilize the 3 “C’s” of personal branding.
- Connecting your brand with key stakeholders.
- Creating a communications diagram.

### Exude: managing your brand environment.

- Conveying the personal brand message to your network through various communication channels to attract maximum impact.

**Consider the following personal brand quotations from people who have built their career around promoting their brand and so can you!!**

“Your brand is what people say about you when you’re not in the room.” *Jeff Bezos, Founder of Amazon*

“Branding demands commitment; commitment to continual re-invention; striking chord with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things; much harder to be successful.”

*Sir Richard Branson, CEO Virgin*

“Too many people overvalue what they are not and undervalue what they are.” *Malcolm Forbes, Publisher*

Find Martin Buckland on Social Media:



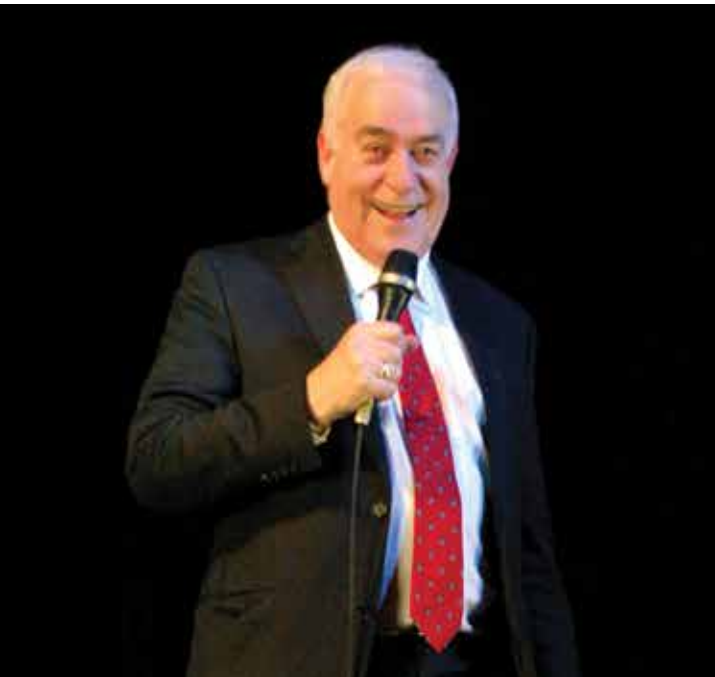
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#### CLIENTS INCLUDE:

American Society for Quality (ASQ)  
BlackBerry (formerly Research In Motion)  
Certified Management Accountants (CMA)  
Canadian Society for Training & Development (CSTD)  
Institute of Chartered Accountants of Ontario (presently Chartered Professional Accountants of Ontario)  
Communications, Advertising and Marketing Professionals (CAMP)  
ExecuNet, Toronto and Montreal Chapters Happen  
Human Resources Professionals Association of Ontario, Halton and Peel Chapters  
International Association of Business Communicators (IABC)  
LafargeHolcim  
Lee Hecht Harrison  
nextPosition  
Professional Engineers of Ontario (PEO)  
Right Management  
Schulich School of Business – York University  
Silicon Halton  
Society of Automotive Engineers (SAE)  
Society of Manufacturing Engineers (SME)  
Ted Rogers School of Business  
Toronto Finance Network  
Torontojobs.ca  
University of McGill  
University of Ontario Institute of Technology (UOIT)  
York Regional Networkers

## TESTIMONIALS

“Martin Buckland dazzled our audience of communicators at a meeting of the IABC / Toronto Professional Independent Communicators when he spoke on the topic of networking. He is a recognized expert in the topic, and practices it in his daily business as well. Whenever someone asks me for advice about resumes, careers, networking, or job searching, I always refer them to Martin.”

*Donna Papacosta, Principal, Trafalgar Communications*

“Covering the heart of the Southern Ontario automotive region, many SAE Central Ontario section members were impacted by the Automotive recession of 2008 -09. To help SAE members affected by downsizing and career transition, the Central Ontario Section invited Martin Buckland to speak at their Career Transition Workshop where Martin provided his in-depth expertise to SAE members seeking to find new career opportunities. Martin provided valuable insights into effective resume writing, creating an on-line presence for increased visibility, and interviewing techniques. The career transition workshop was one of SAE Central Ontario Section’s most successful events with many members remaining long after the workshop’s conclusion to have their resume reviewed by Martin. SAE Central Ontario highly recommends Martin as speaker at any career related event.”

*Phil Kling, P.Eng, MBA, Manager, Product/Field Investigations, General Motors of Canada Ltd.*

“Your presentation on resumes was extremely well received. Members liked the new format you presented for the combined resume. They also liked and, from what I observed, were somewhat shocked at some of the current trends you were able to present. As always, the quality of your presentation and the information you provide were appreciated.”

*Frances McKenzie, Speakers Coordinator, HAPPEN (Burlington, Ontario)*