

Communicating with Confidence

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This month we look at how to communicate effectively in the employer marketplace – orally and in writing.



Your communication broadcasts your “brand” to the world. Your brand is the way people see you, think about you and ultimately your reputation. Communication is your whole package – how you present yourself, what you say and what you write both online and off-line. By systematically presenting a consistent image of the way you would like to be, you’re telegraphing your identity to the world, and building your professional reputation and your brand well before that first job interview takes place.

Who comes to mind when you think of a person who has effectively branded herself/himself? Is it Paris Hilton, Al Gore, or someone else? Much can be learned from the way these individuals express their messages and their impact. What is your brand? How will you get it across?

Successful communication starts with understanding who you are, what you want to do, where you are going and who your audience is. If you’ve carried out the suggestions in our previous Career Zone columns, which you can read on [jobpostings.ca](http://www.jobpostings.ca), you have the content parameters (your unique attributes, capabilities, knowledge, and your industry and job target) which are crucial to be able to communicate your brand. Once you’re clear about these fundamentals, you’re in a position to start promoting your strategic value in a clear manner.

Last month we focused on writing the resume. Now we’ll look at some of the other means of effectively communicating who you are to the employer marketplace.

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