

Build Your Professional Development Skills: Personal Brand via LOC Learn

Build Core Competencies via LOC Learn is a series of development tools that map virtual learning resources to the Library's core competencies. This week's competency is "Your Professional Development: Personal Branding. We encourage you to take this opportunity to refresh your skills and abilities, focus on developing yourself, and share these resources with a friend or coworker. Select a learning resource below:

Online Learning Resource	Resource Type, Duration	Speaker	What you will learn:
How to Create Your Personal Brand	Video, 6:17 minutes	Rebecca Shambaugh	Professional success has a lot to do with personal branding. Learn how to build a brand that generates the right kind of buzz to the right kinds of people.
Uncovering and Utilizing Your Talents and Skills	Course, 19 minutes	N/A	In this course, you'll learn what is meant by talent and skill, and why it's important to understand what talents you possess. This course also covers techniques for identifying your unique capabilities, and outlines what you should include in a talent action plan to fully utilize and develop your key talents and skills.
Personal Branding Strategies for Women	Video, 2:55 minutes	Dorie Clark	To attract the professional opportunities and sponsorships that lead to promotions, women need to develop a strong personal brand.
Digital You: Real Personal Branding in the Virtual Age	Book, 232 pages	William Arruda	It's time to stop worrying about career extinction and start crafting a brand of distinction. This practical book guides you to define, express, and expand your personal brand for the virtual world.
Developing a Plan to Further Your Career	Course, 28 minutes	N/A	In this course, you'll learn how to take an inventory of your values, interests, skills, and lifestyle aspirations in order to develop your career management skills.
Create a Mastermind Group to Grow Your Career	Video, 2:28 minutes	Dorie Clark	Give your career a big boost by creating a group of like-minded professionals to learn from and with.
Power Up: Turning on Your Self-starter Potential	Course, 23 minutes	N/A	In this course, you'll learn the characteristics that most self-starters have in common, and why they are valued as employees and as leaders. You'll also learn the skills you need to build or enhance your own self-starting toolbox, the barriers you may encounter on the path to being a self-starter, and strategies to overcome those challenges.