

The Power of Self-Awareness

Getting to know oneself to create your own universe



It's a good day to explore what is within you.

Like the universe, ourselves, who we are, everything within and beneath us is massive, waiting to be explored.

You're used to exploring things bigger than you, and now it's time for us to explore what lies deep inside or in your core.



You are here to wish where you are going to work and who you will want to work with.



Objective:

Reflect on your professional identity, discover what makes you unique, and shape a value proposition that helps you stand out in your career outside academy.

Just like a person has his/her own set of DNA, we are also unique in our own ways, hence, ourselves being our own personal brand.

LIVING IS THE GREATEST CREATIVE ACT.

If you're a person, you already have a brand. That's the basic requirement.

Questions that would trigger your creativity:

What would you be if you were...
A color? A movie genre? A song? A dish? A city? An animal?

This is my main objective:
To create a brain warm up
(break the ice, spark reflection,
and connect with your inner
world through a game).

Each one of those choices reveals something about you that a CV will never show.

And that... is the beginning of your brand.





Your personal brand:

It's not a logo, a pretty CV, or a polished LinkedIn profile.

It's the footprint you leave when you're not around. It's how people perceive you, remember you, and recommend you.

Branding ≠ showing off. It's the alignment between what you think, what you do, and how you communicate.

Example of Global Personal Branding: Neil deGrasse Tyson

Who is he?

Astrophysicist, science communicator, author, and public figure.

Why is his personal brand powerful?

He made complex science accessible and entertaining through storytelling, humor, and charisma.

He doesn't just explain facts — he shares perspectives, questions, and passion for discovery.

His voice, style, and even facial expressions are part of his brand — he's instantly recognizable, not for his job title, but for how he makes people feel about science.

What can we learn from his brand?

He turned his identity as a scientist into a narrative.

He knows his audience: people who are curious, not necessarily academic.

He builds emotional connection and humanizes science.



neildegrassetyson.com

Instagram: @neildegrassetyson

question

What does the Big Bang and your chosen career have in common?



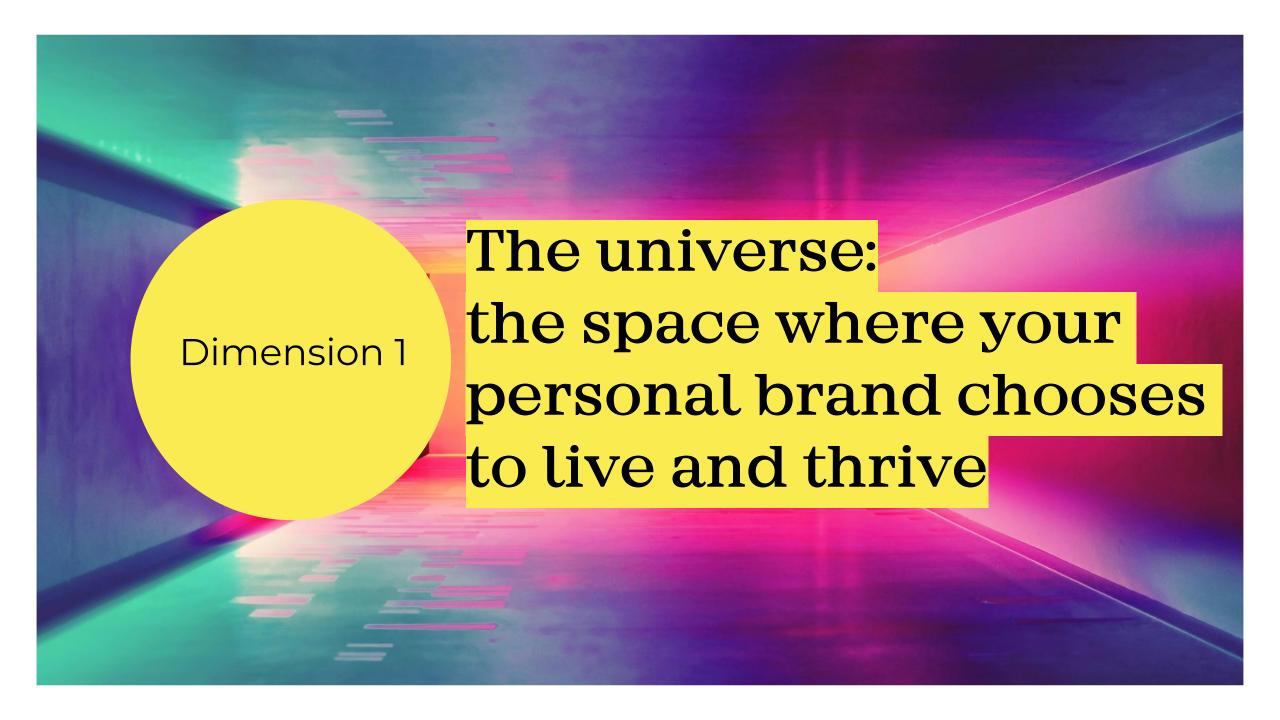
answer

When you build your personal brand, unexpected connections start to emerge.

It all begins with an explosion — an inner energy that needs to be channeled.

We're like black holes of talent: either you communicate it... or no one will ever see it.

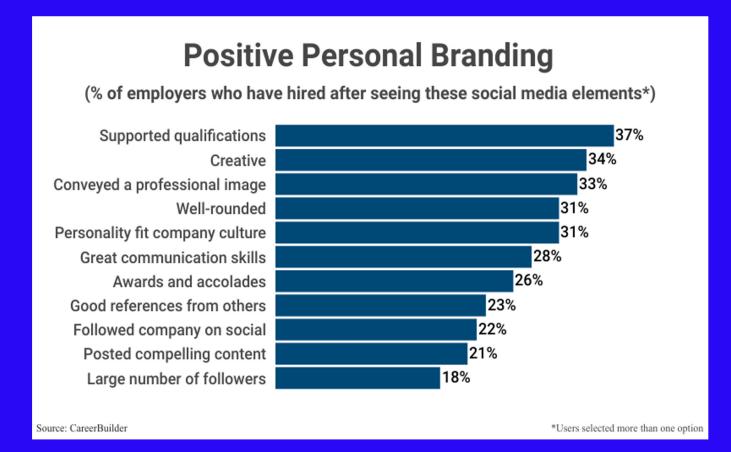
The 3 dimensions of personal branding



a data-driven insight

According to recent studies, 70% of employers consider a personal brand more important than a traditional resume or CV.

This statistic underscores the shift in how individuals are evaluated in the professional sphere.



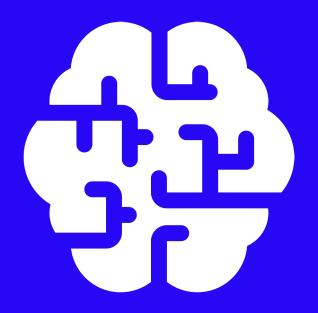
Where do you move — and with whom?

Your personal brand doesn't exist in isolation. It coexists with other brands — professionals, clients, and companies.

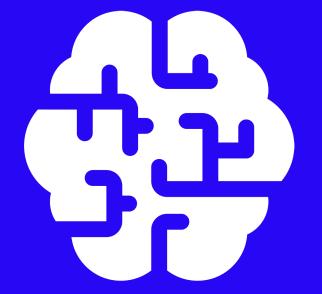
insights exercise

Reflect on the specific traits of your professional sector to understand how it works — and where the opportunities lie for you.

1. Think about the kind of sector you'd like to work in in the future: tech companies, research centers, space agencies, science communication... or others.



2. Answer these questions using your own knowledge and ChatGPT as support:



What is valued in this sector beyond technical knowledge?

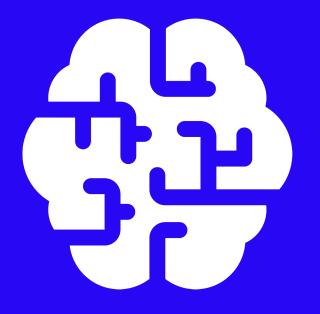
What common problems or challenges does this sector face?

Which soft skills make the difference between someone good and someone essential?

What kind of professional profiles stand out the most?

What new opportunities or trends are emerging right now?

3. Write down 3 key insights you've discovered that can help you build a personal brand more aligned with your professional environment.



How do I get to know my target audience? EMPATHY MAP

Who is your target?
To whom are you interested in?

What do they **THINK AND FEE?**

what really matters main concerns and aspirations

What do they **HEAR?**

What friends say What their boss says What people who influence them say



What do they **SEE?** Environment Friends

What the market offe

What do they **SAY AND DO?**

In public attitude
Appearance
Behavior towards others

PAIN

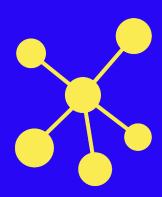
Fears Frustrations Obstacles

GAINS

Wants and needs Measure of successs Obstacles

target exercise

In no more than two lines, define your target: who do you want your personal brand to impact? Answer the questions from the empathy map (you can use ChatGPT to help you).





a data-driven insight

Professionals with a well-defined personal brand are 50% more likely to be contacted for relevant job opportunities.

Source: LinkedIn Global Talent Trends Report, 2023.

In this section, we'll explore a guide to define your personal brand.

Turn your brain into CREATIVE MODE - here we go!

WHO AM I?

The first challenge is knowing who you are from a personal branding perspective.

It's not about "selling yourself" or inventing a perfect version of who you are.

It's about understanding yourself, putting words to what drives you, what defines you, and what you want to build with your career.

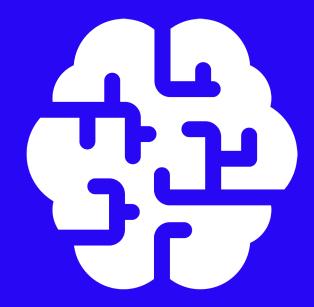


Your personal brand begins when you stop following the path laid out for you and start asking: What story do I want to tell?

trigger exercise

Reflect on these questions:

- What deeply interests you beyond what you study or research?
- What kind of problems do you enjoy solving?
- What makes you lose track of time?
- What would you like others to say about you when you're not around?



To build a brand with intention, you first need to know yourself — unfiltered.

The SWOT analysis is a simple yet powerful tool to organize what you already know (and what you're still discovering).

WEAKNESSES

- What's hard for you.
- What you tend to avoid.
- What you haven't mastered yet.
- What you're afraid to show.

STRENGTHS

- Talents.
- Skills.
- Learning.
- Experience.
- Your strong points.

PERSONAL BRAND SWOT ANALYSIS

THREATS

 External factors that hold you back: limiting beliefs, environment, context.

OPPORTUNITIES

- Ideas to explore.
- Trends in your field.
- Interests of your target audience.

PURPOSE

Purpose is *your* why.

Your engine. The reason you're here today.

Having a purpose doesn't mean having everything figured out.

It means having a direction.

It doesn't have to be final either. Your purpose is alive and grows with you.



What drives you?

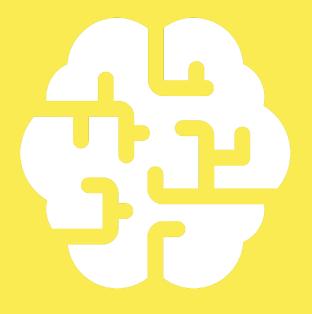
What would you do even if you weren't paid for it?

What change would you like to create on a professional level?

exercise

If you had to sum up your purpose in one sentence...

Would you dare to write it today?



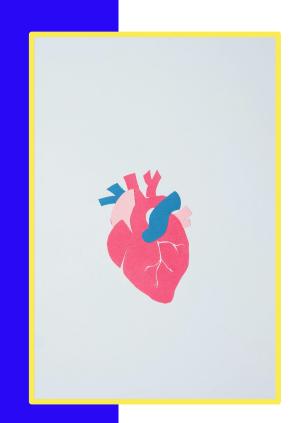
VALUES

Your non-negotiables.

They represent your way of being in the world.

They shape your decisions, your relationships, and show up in the way you work.

Your values set you apart and help you connect with people who share your perspective and way of acting.



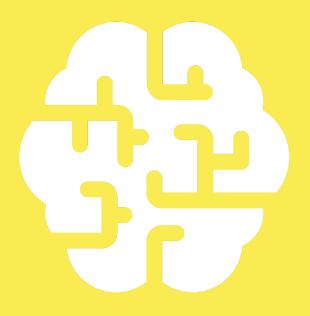
Choosing your values gives you clarity to act with coherence.

Too abstract?

Let's make it tangible.	Those are values
 What behaviors do you admire in others? What makes you feel uncomfortable in a team or project? What do you need to feel proud and fulfilled in your work? What helps you stay true to yourself, even when no one's watching? 	 Commitment. Rigor. Excellence. Responsibility. Professionalism. Ethics. Perseverance. Honesty. Creativity. You're probably already thinking of yours;)

exercise

Which are your values?



PERSONALITY

How would you define yourself?

Beyond what you know and do, there's something that truly makes a difference: how you think, feel, and connect with others.

That also communicates.

And it builds your personal brand.

Shall we explore?



There are no better or worse personalities.

What matters is recognizing your own and making it visible.

Archetypes

A powerful tool to better understand yourself and define your brand personality are **Jungian archetypes** — universal personality patterns that help us grasp how each brand expresses itself.

We won't go deep into theory. There's plenty online if you want to explore — and yes, it's fun!

Today, I invite you to play with a version adapted to the scientific world.





A precise, analytical profile.

Meticulous, rigorous, focused.

Says little. But when they do — they nail it.



Restless, curious. An unstoppable question-asker.

Loves the unknown.

Looks for answers beyond the obvious.



Believes in science with real impact. In purpose.

Thinks about the why and the for whom.

Seeks meaning in what they do.

Doing for the sake of doing? Not an option.



Challenges what's established.

Enjoys going against the grain.

Provokes to transform.

Rebellious. Unpredictable.



Loves making the complex simple.

Explains with clarity and passion.

Their way of sharing knowledge is inspiring — and contagious.



Methodical, consistent, and persistent.

Doesn't need applause.

Their drive comes from depth, not exposure.

remember

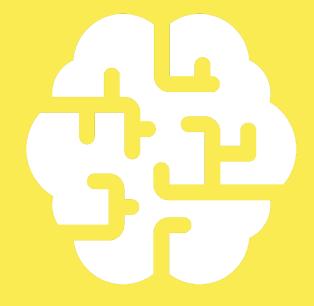
These patterns are not labels.

They're mirrors.

A playful excuse to explore your personality.

You might feel like a mix of two — that's totally fine! It's an invitation to reflect, explore, and question.

Choose your archetype/s.



VALUE PROPOSITION

It's not a slogan. It's not about showing off. It's about clarity.

What makes you different? What do you bring that makes you unique?

Your value proposition is the key idea that sums up what you offer to the world.



Your value proposition is not what you say about yourself.

It's what others understand, remember... and seek when they think of you.

Simone Biles

Value proposition:

I am more than an athlete. My mental health is also part of my strength.

What makes her unique?

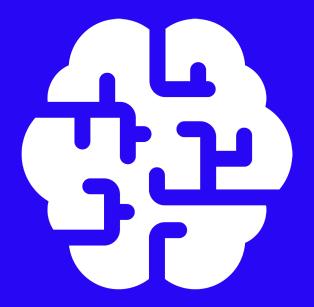
- The most decorated gymnast in history... yet she stepped away from an Olympic final to prioritize her mental health.
- She broke the "push through no matter what" mindset in elite sports.
- Her personal brand speaks of strength, but also humanity, self-care, and emotional courage.

She became a role model not only for her medals, but for daring to stop.



thinking about...

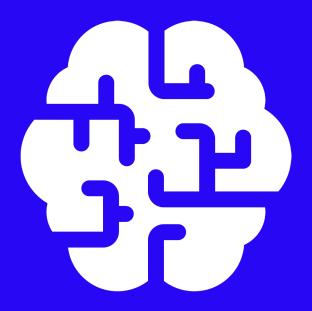
- Who do you help?
- What problem do you solve?
- What makes you stand out?
- Who are you and what are passionate about?
- What impact do you want to create?



your elevator pitch

Fill in the blanks:

(your name and what you do) I'm passionate about _____ (a topic, field, or cause you truly care about) I'm working on / I'd like to work on ______ (a specific project, area or challenge) Because I believe _____ (what problem you'd like to solve or what impact you want to create) What sets me apart is ______ (a skill, approach, way of thinking, or experience...) And right now I'm looking for ______ (collaborations, internships, mentorship, ideas, opportunities...)



Your personal brand in a table:

Who am I? What am I interested in? What would I like others to say about me?	My purpose – Why do I do what I do? Why you do what you do?	My values What principles guide me?
My personality	My value proposition	My Elevator Pitch
Which archetype do I relate to?	What makes me different?	How do I introduce myself in 30 seconds?



data-driven insight

Brands that employ storytelling techniques have seen conversion rates increase by up to **30%**.

This underscores the power of narrative in forging connections with audiences and enhancing brand engagement.

Emotions play a crucial role in consumer decision-making In fact, consumers are more likely to remember and engage with brands that connect with them on an emotional level.

The facts:

https://www.businessda sher.com/storytellingstatistics/?utm_source= chatgpt.com

M S

How do you express yourself? Everything communicates — the way you speak, the way you move, how you write an email and introduce yourself...

storytelling exercise

What story can you tell?

How do you want to be remembered?

What emotion do you leave in others when you talk about yourself?



Don't leave your personality in the hands of an algorithm.

Thank you!

Elena Peinador ** Yolanda Vilà



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