Presenting your best self

How your personal brand sets you apart

Carolyn Murphy, General Manager
About me

- General Manager, Health Professionals Bank
- Master of Business & Technology, Diploma of Finance & Mortgage Broking Management, Certification in ITIL, Prince2 & Training & Assessing, Senior Associate member of FINSIA
- Over 25 years retail banking experience
What is a personal brand?

BRAND = REPUTATION
Why is it important to your career?

EMPLOYERS  CANDIDATES
Social media and the digital world
Tips to develop your personal brand

- Take an audit of your online presence
- Be purposeful in what you share
- Develop your communication skills
- Dress to impress
- Keep your promises
- Be yourself
FIRST IMPRESSIONS COUNT!
Come and see us

Win a $1,000 Term Deposit*

*Membership is open to current or retired employees of the Australian health sector or family members of members (i.e. shareholders) of the Bank. Additionally, individuals must be citizens or permanent residents of Australia.

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