

National Black MBA Association®

# HBCU CAREER CRASH COURSE

## Keys to Building Your Personal Brand Effectively

With FDIC Representatives:  
Kathy Moe, Katrice Yokley, and Darrell Jackson

Tuesday, February 2, 2021  
2-3 pm EST

Presented by



Public Trust. Personal Success.

[www.fdic.gov](http://www.fdic.gov)

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# Keys to Effectively Building Your Personal Brand



**National Black MBA Association**  
**February 2, 2021**

# Objectives

- ☐ About the Federal Deposit Insurance Corporation (FDIC)
- ☐ Executive Spotlight
- ☐ Definition of Personal Branding
- ☐ Importance of Personal Branding
- ☐ Social Media Impact
- ☐ Exercise
- ☐ Recap

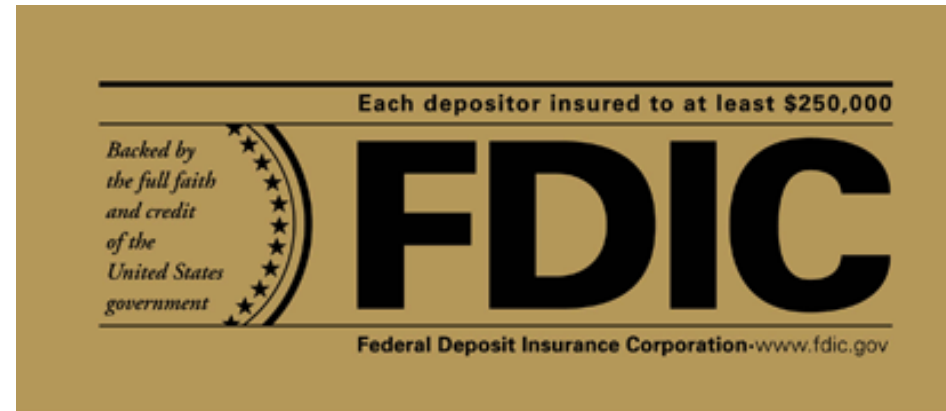
# Federal Deposit Insurance Corporation (FDIC)



- ❖ The FDIC is an independent agency of the federal government.
- ❖ Created by Congress in 1933 in response to thousands of bank failures that occurred in the 1920s and early 1930s.
- ❖ The FDIC receives no Congressional appropriations - it is funded by premiums that financial institutions pay for deposit insurance coverage.
- ❖ The FDIC insures trillions of dollars of deposits in virtually every bank and savings association in the country.



# Federal Deposit Insurance Corporation



## **Purpose:**

The mission of the FDIC is to maintain stability and public confidence in the nation's financial system.

## **Key Business Functions:**

### ✓ **Deposit Insurance**

- The standard insurance amount is \$250,000 per depositor, per insured bank, for each account ownership category. Since the start of FDIC insurance on January 1, 1934, no depositor has lost a penny of insured funds as a result of a failure.

### ✓ **Supervision & Examination**

- The FDIC directly supervises and examines more than 5,000 financial institutions for operational safety and soundness.
- The FDIC also examines banks for compliance with consumer protection laws and compliance with the Community Reinvestment Act.

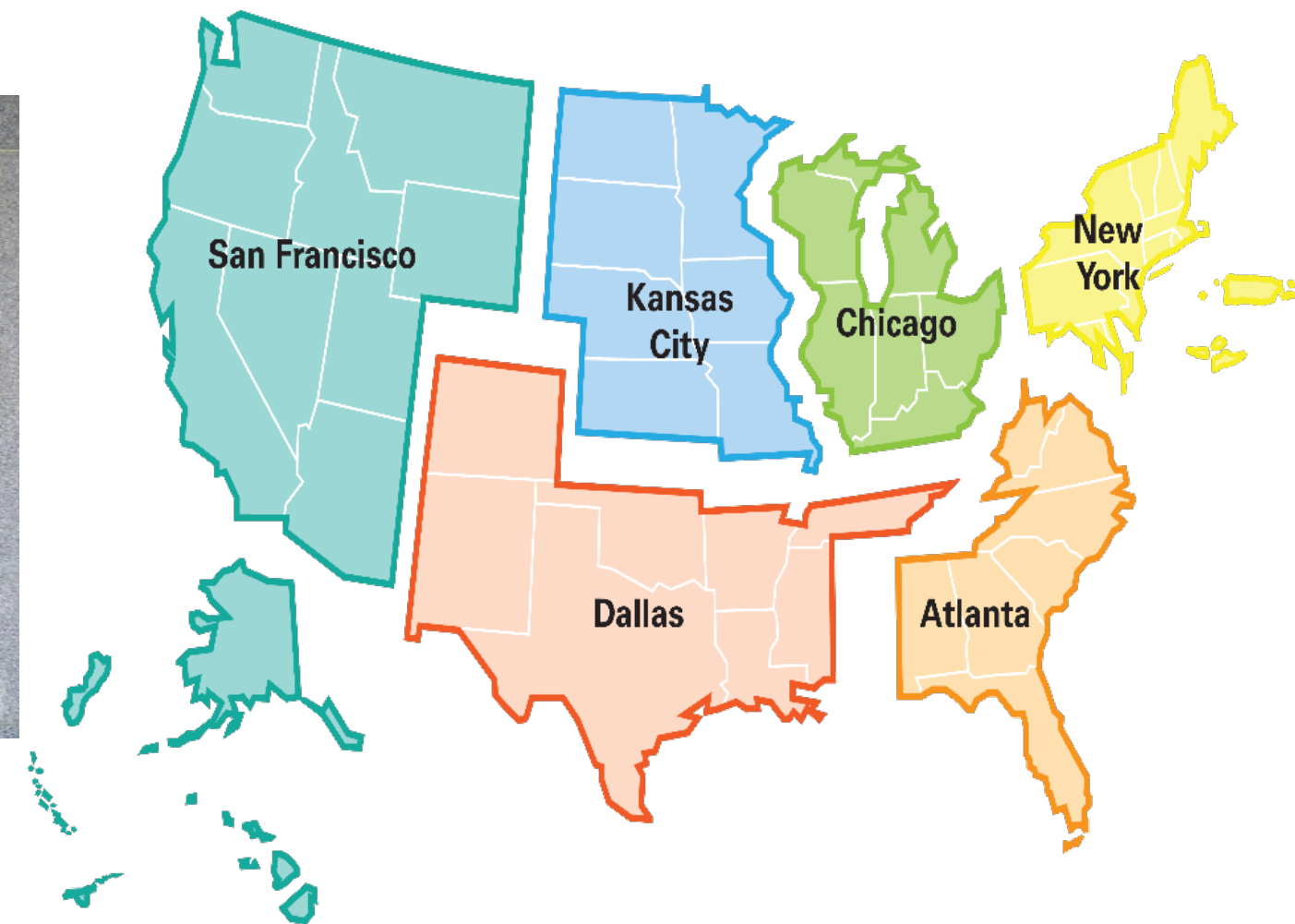
### ✓ **Resolutions**

- To protect insured depositors, the FDIC responds immediately when a bank or savings association shows a risk of potential failure.
- In the event that a bank fails, the FDIC manages the receivership.

# Federal Deposit Insurance Corporation

## Our Footprint:

- ✓ The FDIC is headquartered in Washington, DC, and has established regional and field offices around the country.



## Federal Agency Ranking:

- ✓ Ranked one of the [Best Places to Work in Federal Government for Mid-size Agencies](#) for the past 10 years.



# Importance of Branding



# Importance of Branding



- Apple challenged the world to “Think Different.”
- Nike encouraged people, regardless of age, gender, or fitness level, to “Just Do It.”
- Dunkin’ Donuts persuaded busy professionals that “America Runs on Dunkin’.”

Over the years, these recognizable slogans have morphed into rallying cries. Together, they represent the power and potential of branding.

A strong brand stands out in the crowd and gains more sales, increased awareness, and better customer experiences as a result.



# Importance of Branding

Branding isn't just for companies. Each professional has their own story to tell which includes details of their goals, skills, and experiences.



**CAREER**  
BRAND  
STORY

# Executive Spotlight Kathy Moe



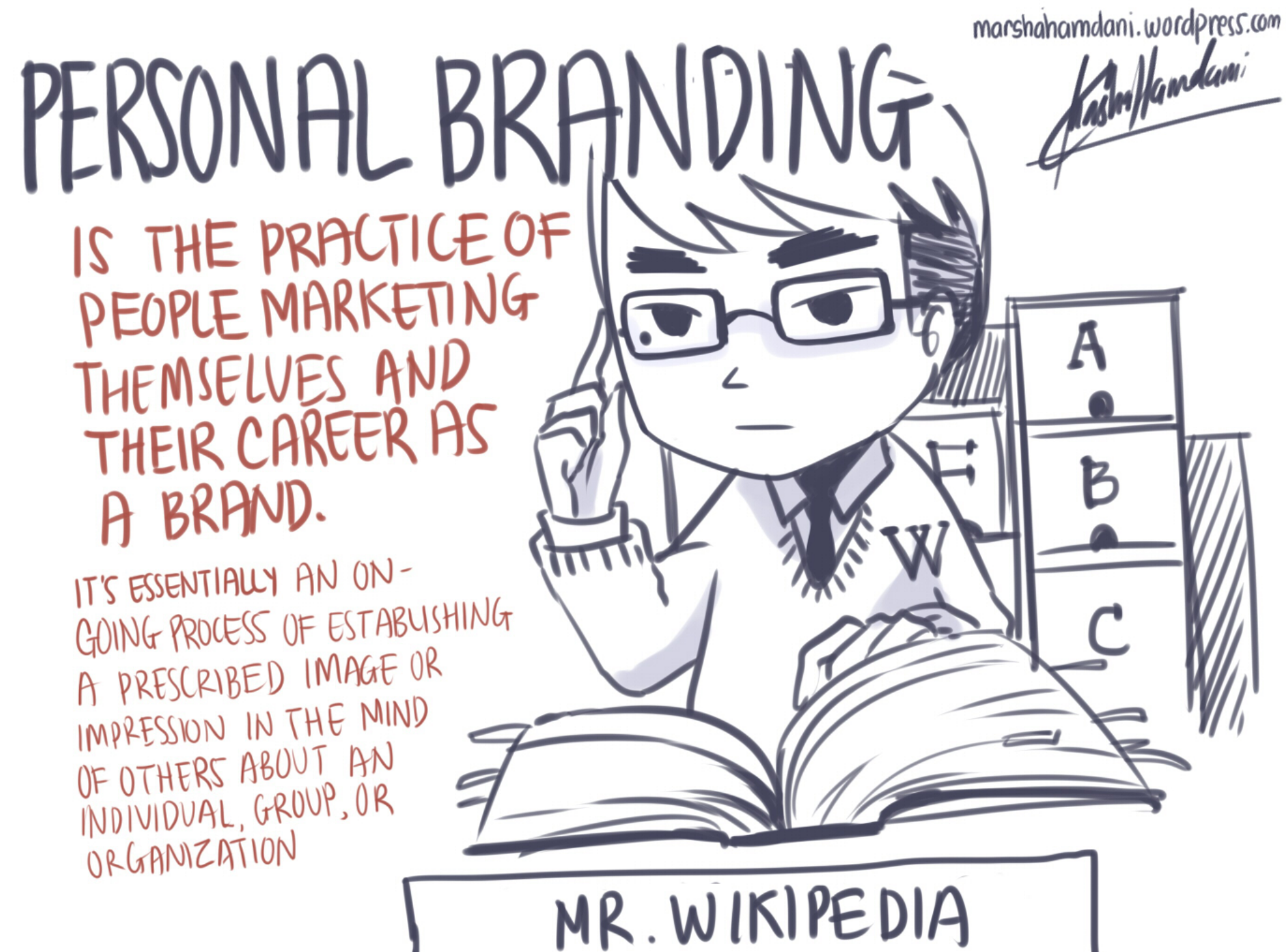
Kathy Moe serves as the Regional Director for the San Francisco Region of the FDIC, where she is responsible for the supervision and oversight of financial institutions in 11 Western States, plus the territory of Guam and the Federated States of Micronesia. The San Francisco Region supervises some of the largest and most complex financial institutions in the country.

Kathy is a 35-year veteran with the FDIC, and she has served in various leadership capacities. Ms. Moe has led several special projects including the 2019 Chairman's initiative on Supervision Modernization involving innovation and greater use of technology, as well as a Large Bank Forum and Financial Technology Working Group.

Kathy serves on the Board of Directors of the Pacific Bankers Management Institute and is a graduate of the Graduate School of Banking at the University of Colorado. She holds a Bachelor of Science in Finance from the University of Nebraska, and a certificate in Leadership and Management from the University of California at Berkeley.



# What is Personal Branding?



# What is a Personal Brand?

A **personal brand** is, in many ways, similar to a corporate brand. It embodies:

- Who you are
- What you stand for
- The values you embrace
- The way in which you express those values

Just as a company's brand helps to communicate its value to customers and stand out from the competition, a personal brand does the same for individuals, helping to communicate a unique identity and clear value to potential employers or clients.



# Importance of Branding



One-name powerhouse and possibly the world's most recognizable face.

# What is Personal Branding?

In Summary: “Personal branding is one’s story.”

- That story can play an important role in establishing or boosting your career.
- Your personal brand should:
  - highlight your strengths,
  - establish a reputation,
  - build trust, and
  - communicate the unique attributes that you bring to your current (or desired) industry.
- Cultivated well, your personal brand will signal to employers whether or not you’ll be the right fit for an open role.



# Road Map to Personal Branding



- Trust & Loyalty  
Can I trust you?
- Positive Interactions  
Networking is a great way to build your reputation.
- Consistency  
Maintaining a dependable track record.
- Credibility  
Quality to being trusted.
- Authenticity  
Be yourself and don't try to be someone else.

# The Unwritten Rules

- Company policy, but not company culture
- Respect seniority
- Share the credit
- Put in face time
- Avoid isolation
- Be cognizant of your body language



# Understanding the Internal Culture



- Build relationships
- Increase visibility
- Communicate effectively
- Promote yourself
- Develop a career plan



# Social Media Impact

## Top Social Media Sites for Personal Branding

- 1) Facebook
- 2) Twitter
- 3) LinkedIn
- 4) Google
- 5) YouTube
- 6) Instagram
- 7) Pinterest
- 8) Tumblr
- 9) Snap Chat
- 10) Flickr



# Social Media Impact



## Five Steps to Building Your Personal Brand on Social Media

- 1) Choose 1 – 3 areas of expertise
  - What sets you apart from others?
- 2) Be consistent with your profiles
  - Will a viewer recognize you across all of your social media platforms?
- 3) Post frequently to your most valued social media platform
  - How then will others get to know you and your brand?
- 4) Join a chat, group, or community to reach out to others
  - How will you make a connection with others?
- 5) Monitor posts that references your name, and reply quickly
  - What is the best way to track those who mention or message you?

# Personal Branding Tips

Below are tips to help you create an authentic personal brand and amplify your career in the process.

- 1) Define your brand.
- 2) Offer something unique.
- 3) Hone your craft first.
- 4) Do the research.
- 5) Seek opportunities.
- 6) Embrace networking.
- 7) Prepare an elevator pitch.
- 8) Be savvy about social media.
- 9) Be authentic.
- 10) Be patiently persistent.





# Reinvent Your Personal Brand As You Grow

- As the digital ecosystem changes and your career evolves, so will your personal brand.



- Adjust your persona accordingly as you meet different people, find new networking opportunities, and grow in your career.
- As long as it reflects your professional life, don't hesitate to create a brand that lets you shine.

# Personal Brand Statement Formulation

Be clear about your unique promise of value.



Questions to Consider:

- What's authentic to you?
- What differentiates you from your peers?
- How does my perspective in life bring about improvement?
- What experience do people feel when they meet or work with me?
- What do you want to be known for?



# Tips for Writing a Personal Brand Statement

Your Personal Brand Statement should include these four parts:

- 1) The expertise you provide.
- 2) The impact/endgame benefit of your expertise.  
Think about what people gain or lose when they work with you
- 3) The target audience by niche or job title.
- 4) Your personal attributes and characteristics that make you uniquely qualified.

Your personal brand statement combines these into a short, punchy narrative.



# Personal Brand Statement Examples

## ***Financial Management***

“I help high net-worth entrepreneurs strategically invest so they can spend more time doing what they love – and less time worrying about their money. As a former entrepreneur, I leverage the little-known tax secrets that aren’t taught in school, saving my clients hundreds of thousands of dollars.”

## ***Operations Management***

“I help manufacturing organizations improve their processes to reduce waste and grow profits.”

## ***Motivational Speaker and Career Coach***

“I help individuals reassess their life choices to discover their true paths to success.”

## ***Marketer who works with small businesses***

“I develop sustainable business models and marketing strategies to fuel small business growth.”

# Takeaway

In today's world, personal branding matters more than ever. You can use this as a starting point to build and maintain your personal brand and see for yourself what opportunities come your way.

Here are some key things to remember:

- ✓ Define your personal mission statement and elevator pitch
- ✓ Discover and leverage your specialization
- ✓ Build networks and surround yourself with people you can learn from
- ✓ Seek out mentors and industry role models;
- ✓ Use “visuals” to reinforce your personal brand
- ✓ Establish credibility
- ✓ Develop a content marketing strategy and leverage social media
- ✓ Share your hard work and show-off who you are

- ✓ Always Remember...

THE WORLD  
NEEDS THAT  
SPECIAL GIFT  
THAT ONLY  
YOU *have*.

# FDIC Career Opportunities



## Join Our Team

Our team is made up of thousands of dedicated professionals with a wide range of skills, experiences, and perspectives:

- Risk Management Bank Examiners
- Compliance Examiners
- Economists
- Financial Analysts
- IT Professionals
- Administrative Professionals
- Attorneys

### Talent Network

Join Our Talent Network!

- Let FDIC know your interests, major, and location preferences.
- FDIC will email you opportunities as they are available.



Scan using your mobile device.

2

❖ All FDIC Job Vacancies: <https://www.usajobs.gov/Search/Results?a=FD00&p=1>



# FDIC Career Opportunities

We offer a number of internship programs as well as professional development programs for potential employees.

## Entry-Level Positions

### **Financial Institution Specialist (FIS)**

- **Compliance FIS:**  
<https://www.fdic.gov/about/jobs/consumerprotection.html>
- **Risk Management FIS:**  
<https://www.fdic.gov/about/jobs/RiskManagement.html>
- FIS Positions Closes February 18, 2021

### **Analyst Positions**

- **Loan Review Analyst (LRA)**  
<https://www.fdic.gov/about/jobs/LoanReviewAnalyst.html>
- **IT and Cyber Risk Management Analyst (ITCA)**  
<https://www.fdic.gov/about/jobs/ITandCyberRisk.html>

## Internships and Career Programs

### **Financial Management Scholars Program (FMSP)**

- **Compliance FMSP:**  
<https://www.fdic.gov/about/jobs/fmsp/compliance.html>
- **Risk Management FMSP:**  
<https://www.fdic.gov/about/jobs/fmsp/riskmgmt.html>
- FMSP Positions Closes February 8, 2021

### **Legal Division Honors Attorney Program**

- <https://www.fdic.gov/about/careers/student-opportunities/legal-division-honors-program.html>

### **Legal Intern Program**

- <https://www.fdic.gov/about/careers/student-opportunities/legal-intern-program.html>

### **Financial Institution Intern Program**

- <https://www.fdic.gov/about/careers/student-opportunities/financial-institution-intern-program.html>

### **IT Security Internship Program**

- <https://www.fdic.gov/symboloftrust/cioointerns.html>

# Pay & Benefits

**FDIC offers employees competitive compensation and benefits packages and extensive career development opportunities.**



## **Federal Employee Benefits**

- The FDIC offers its employees dental and vision coverage, as well as life insurance, long-term disability, and flexible spending accounts for healthcare, dependent care, and parking.

## **Retirement Savings**

- The FDIC offers its employees two 401 (k) retirement plans through T.Rowe Price and the Thrift Savings Plan and offers a 5% matching in each plan.

## **Time Off and Flexible Schedules**

- The FDIC offers a generous number of paid holidays, as well as annual vacation and sick leave.

## **Compensation**

- The FDIC compensates its employees generously, based on established pay tiers for each position and taking into account employees' salary history.
- **Career Development Opportunities**
- The FDIC offers a range of professional courses, a career management program, fellows and graduate programs, tuition assistance, a mentoring program, and opportunities to grow skills through short-term assignments to other positions.



# Questions

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# Thank You



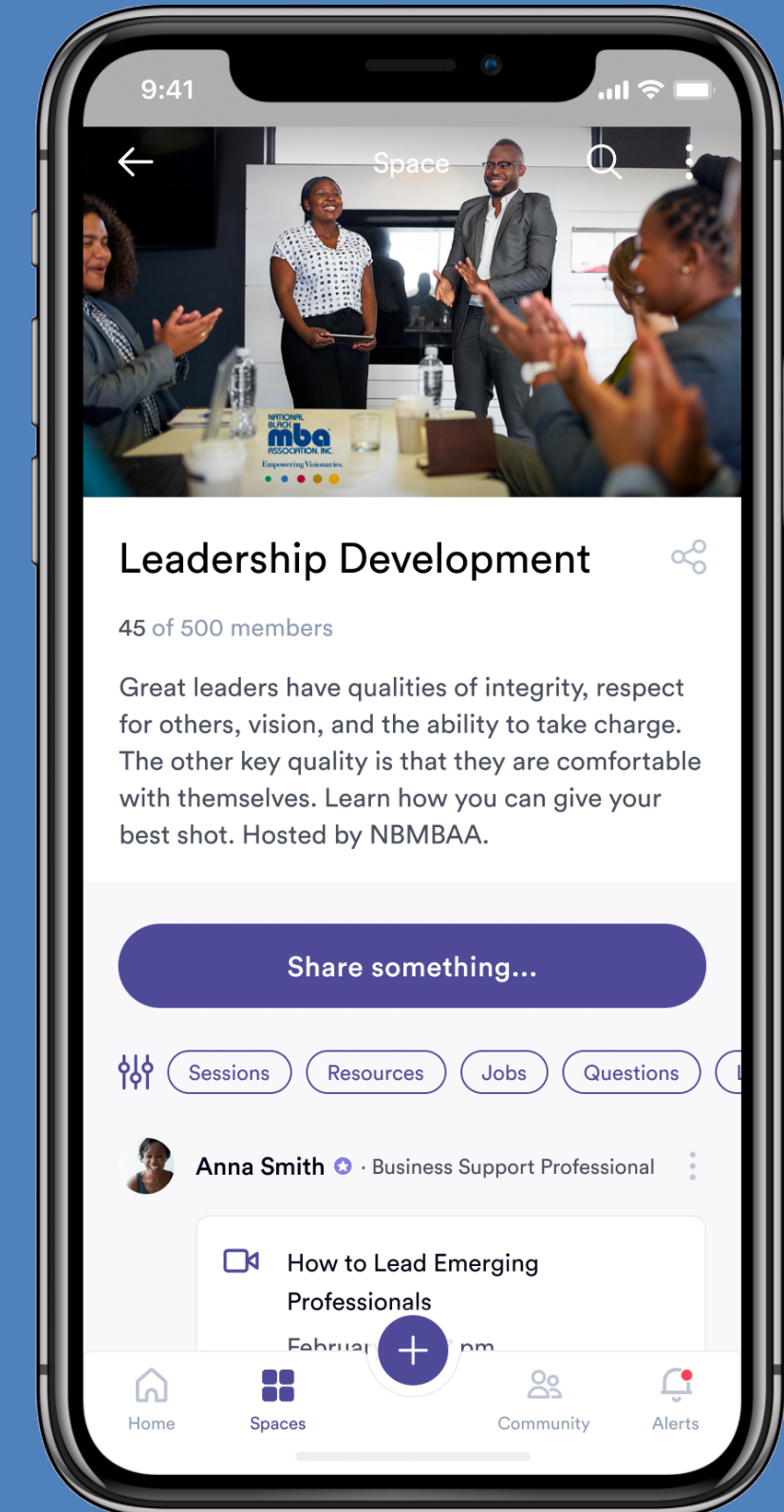


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