

SAPICS

Young Professional & Student Conference

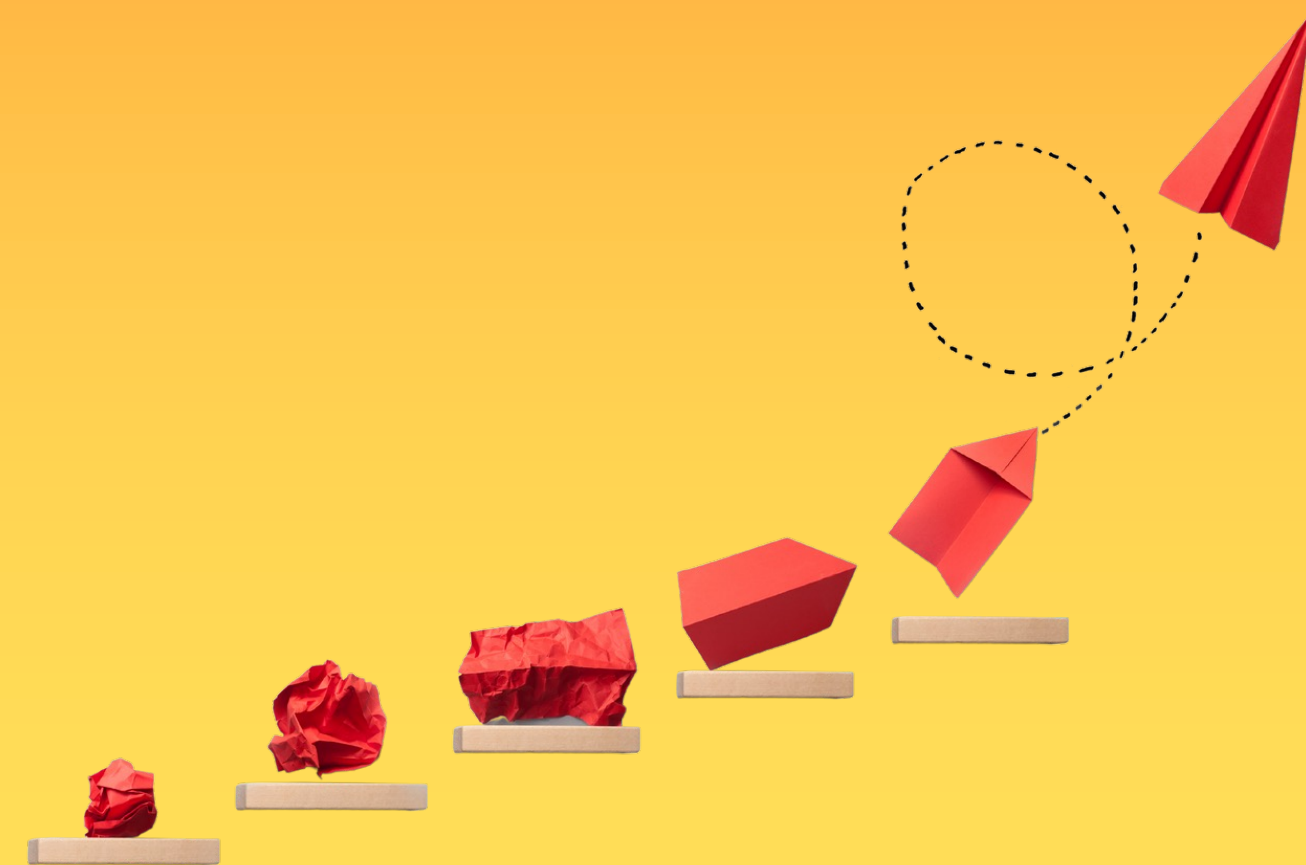
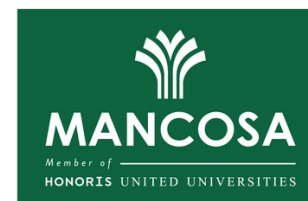


Strategic Personal Branding in Supply Chain Management: A Catalyst for Enhancing Graduate Employability

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Agenda

Understanding Personal Branding

The Significance in Supply Chain Management

Building a Strategic Personal Brand

Impact on Graduate Employability

Q&A

Introduction

In the competitive landscape of graduate employability, your personal brand is your silent ambassador. It speaks for you even before you step into the interview room. Cultivating a strong personal brand is not just about self-promotion; it's about strategically positioning yourself for success in the field of supply chain management. As you refine your personal brand, remember that it is a dynamic entity, evolving with your experiences and aspirations. Use it as a catalyst not only for securing your first job but for building a career that aligns with your

Activity Engagement

1

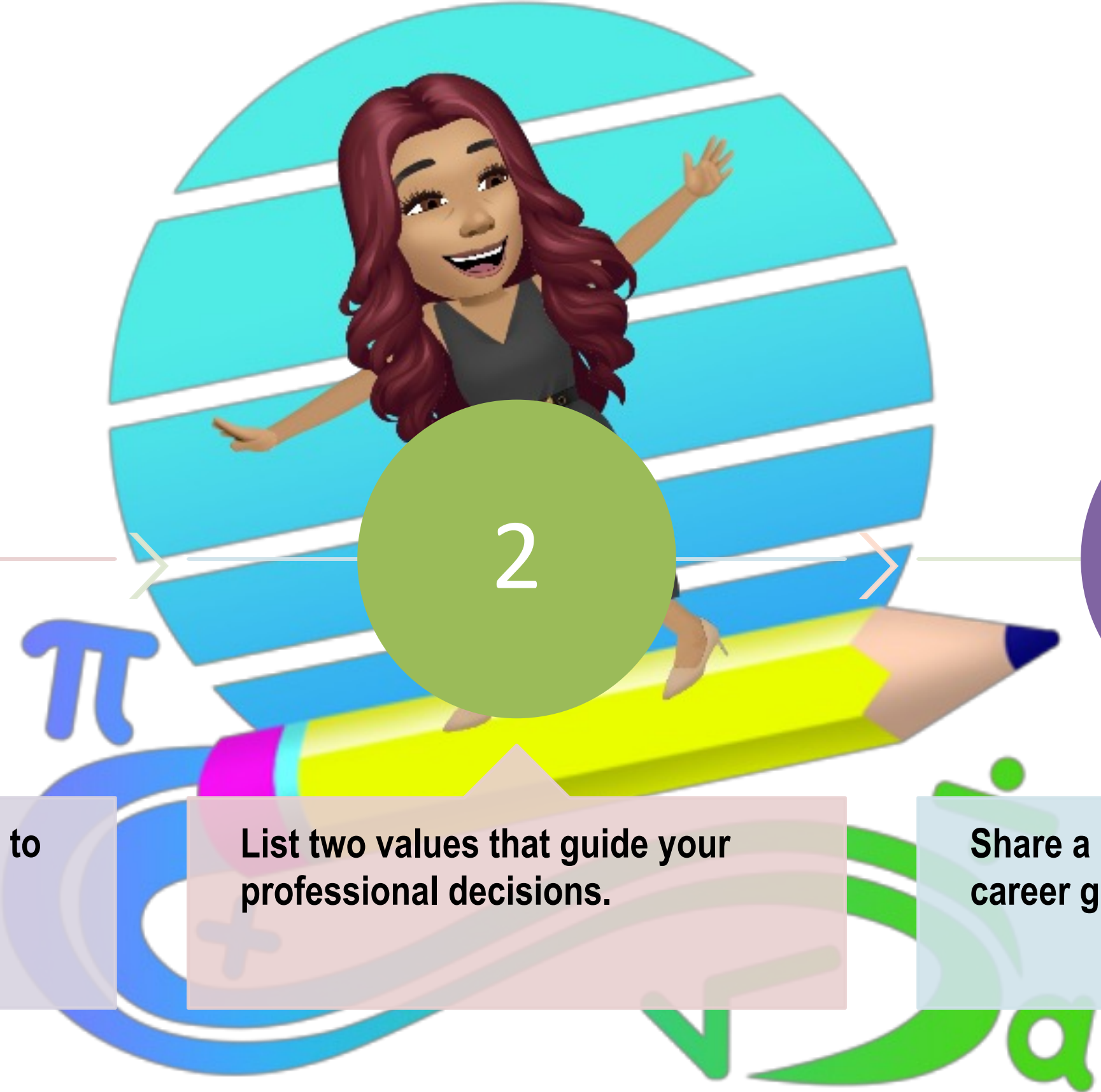
Identify three strengths unique to you.

2

List two values that guide your professional decisions.

3

Share a passion related to your career goals.



The Significance in Supply Chain Management



**Efficiency and
Cost
Reduction**



**Customer
Satisfaction**



**Global
Business
Dynamics**



**Risk
Management**



**Innovation and
Technology
Integration**

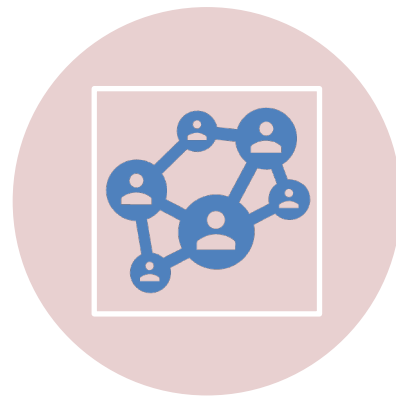
Building a Strategic Personal Brand



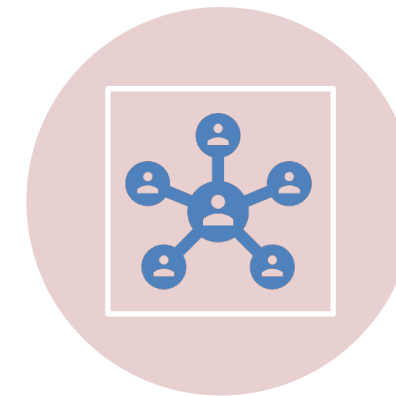
Self-awareness: Identify your strengths, values, and passions.



Consistency: Maintain a cohesive and consistent image across all platforms.



Online Presence: Leverage LinkedIn, professional forums, and other platforms.



Networking: Build meaningful connections in the SCM industry.

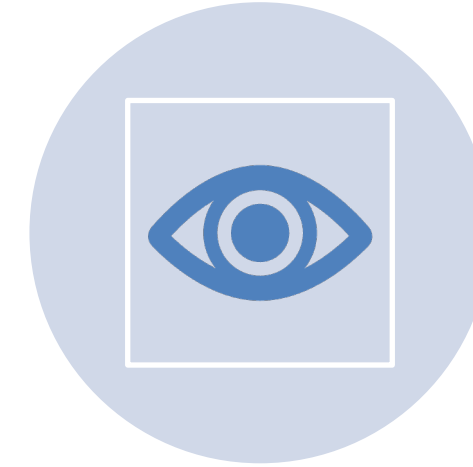
Impact on Graduate Employability



DIFFERENTIATION:
EMPLOYERS ARE MORE
LIKELY TO NOTICE AND
REMEMBER INDIVIDUALS
WITH A STRONG
PERSONAL BRAND.

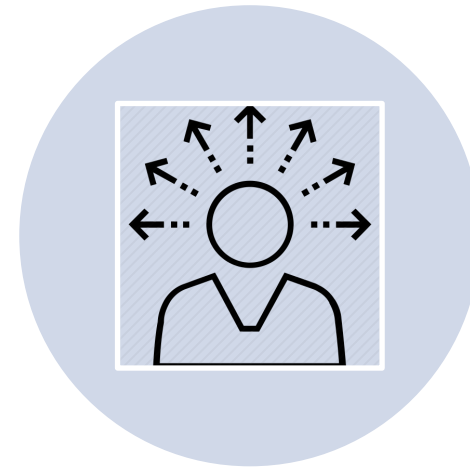
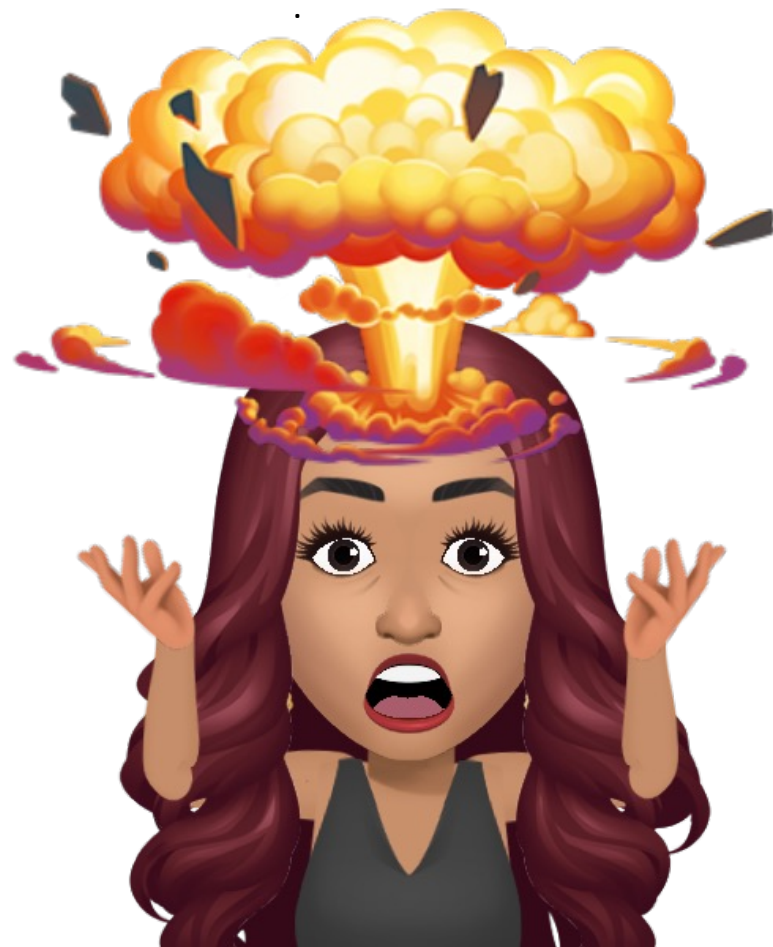


ADAPTABILITY:
SHOWCASE HOW YOUR
PERSONAL BRAND
ALIGNS WITH THE
CURRENT AND FUTURE
NEEDS OF THE SCM
INDUSTRY.

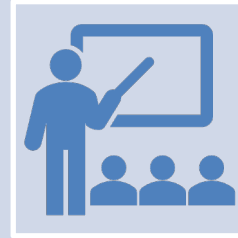


VISIBILITY: A WELL-
ESTABLISHED
PERSONAL BRAND
INCREASES VISIBILITY
AMONG POTENTIAL
EMPLOYERS

Activity Engagement



DESCRIBE HOW YOU WOULD
INTRODUCE YOURSELF IN 30 SECONDS.



In conclusion, Strategic Personal Branding is not just a buzzword; it's a powerful tool for graduates entering the SCM field.



Invest time in developing a unique and authentic personal brand to stand out in the competitive job market. Thank you for your attention today. Feel free to connect on LinkedIn or reach out with any further questions.



Best of luck in building your own personal brand and enhancing your employability in the exciting field of Supply Chain Management!

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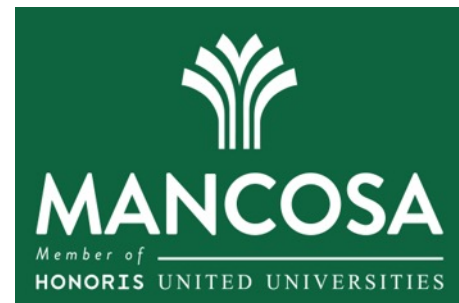
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