

CAREER CENTER NEWSLETTER

In the last newsletter from the [Career Center Telegrafenberg](#) we introduced the concept of defining your **brand** (values, strengths and career goals), to present a clear message about who you are and what you have to offer when starting your job search. This newsletter introduces the topic of **presenting your brand** and **networking** to better understand the job market.

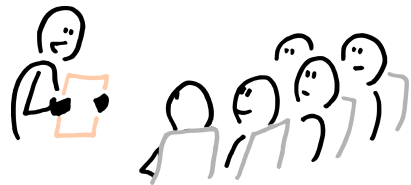
The next newsletter will look closely at application processes.

Identify your audience



Knowing the **values and goals of an organisation**, and whether these match your brand, can help you identify individuals you wish to connect with. The right connections can significantly enhance your chances of success when making job applications. Begin by researching organisations online (company websites, social media feeds, LinkedIn) to understand their values, and identify individuals who you would like to connect with.

Practice your pitch



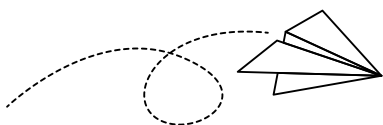
Having defined your brand and identified who you want to connect with, you need to refine how you will present yourself to make a positive and lasting impression. Having a **well defined pitch** allows you to make a clear introduction and present your brand during a first meeting.

Build your network



Networking is an essential element of a career progression. It greatly increases your chances of success and it helps lay the foundation for your career development. It's a chance to make genuine connections and build your professional community. Use your pitch to connect with people at **industry relevant events** (meetups, conferences).

Update your documents



The [Career Center Telegrafenberg](#) offers sessions on developing your pitch and preparing your professional documents (cv, cover letter, linkedIn profile) as part of our **coaching process**.