



# The Power of Your Unwritten Resume

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Author: The Unwritten Resume

Patrenia  
speaks

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Health Group

PRESENTS

THE INDEPENDENCE DAY  
STAYCATION MINDFULNESS  
RETREAT

Theme:

**THE FREE YOUR MIND  
& THRIVE RETREAT**



2-DAY  
RETREAT

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#thrive #MOreJOyliving #Flow #wellness #mindfulness

October 2020

# Outline



1. What is The Unwritten Resume?

2. The Brand Called You

3. Rebranding The Dented Brand

4. The TUR 60sec Principle

5. Designing and Owning your Vision

# WHAT IS THE UNWRITTEN RESUME (TUR) ?

## Difference between the Written Resume & TUR

WRITTEN RESUME	THE UNWRITTEN RESUME
CONCISE	
LIMITED CONTENT	
CONTROL	
POSITIVE CONTENT	

In as much as the Written Resume is very essential in career progression, TUR carries more weight and has a higher significance on our chances in life.

“There is a Resume that no ink can quantify, it is formed in the minds of the people around you and surfaces when critical decisions are to be made, it could either make or mar you, it is called The Unwritten Resume”

“Your Unwritten Resume is your Brand, your Brand is your Identity”

Tinu Philips

IS  
PERCEPTION  
REALITY?



**THE 60 SECS PERCEPTION RULE**

# PERCEPTION DISSONANCE

## SELF PERCEPTION



- ASTUTE
- SELF-CONFIDENT
- HUMOROUS
- OPIONATED
- PASSION
- DETAILED
- QUIET
- DIPLOMATIC

## OTHERS PERCEPTION



- SLY
- ARROGANT
- INNAPROPRIATE
- DOGMATIC
- AGGRESSIVE
- NITPICKING
- PASSIVE
- POLITICAL

# THE BRAND CALLED YOU

Whether you like it or not you are a  
**BRAND**

...and you must be intentional about  
3 things

BRAND CONTENT

BRAND CONTAINER

BRAND  
COMMUNICATION



Your name shows up  
at different tables,  
but when what do  
people say about  
you?

**Critical  
Questions To  
Ask Yourself  
Before  
Designing Your  
Brand Vision**

## **THE FIVE PERSONAL BRAND (PB) QUESTIONS**

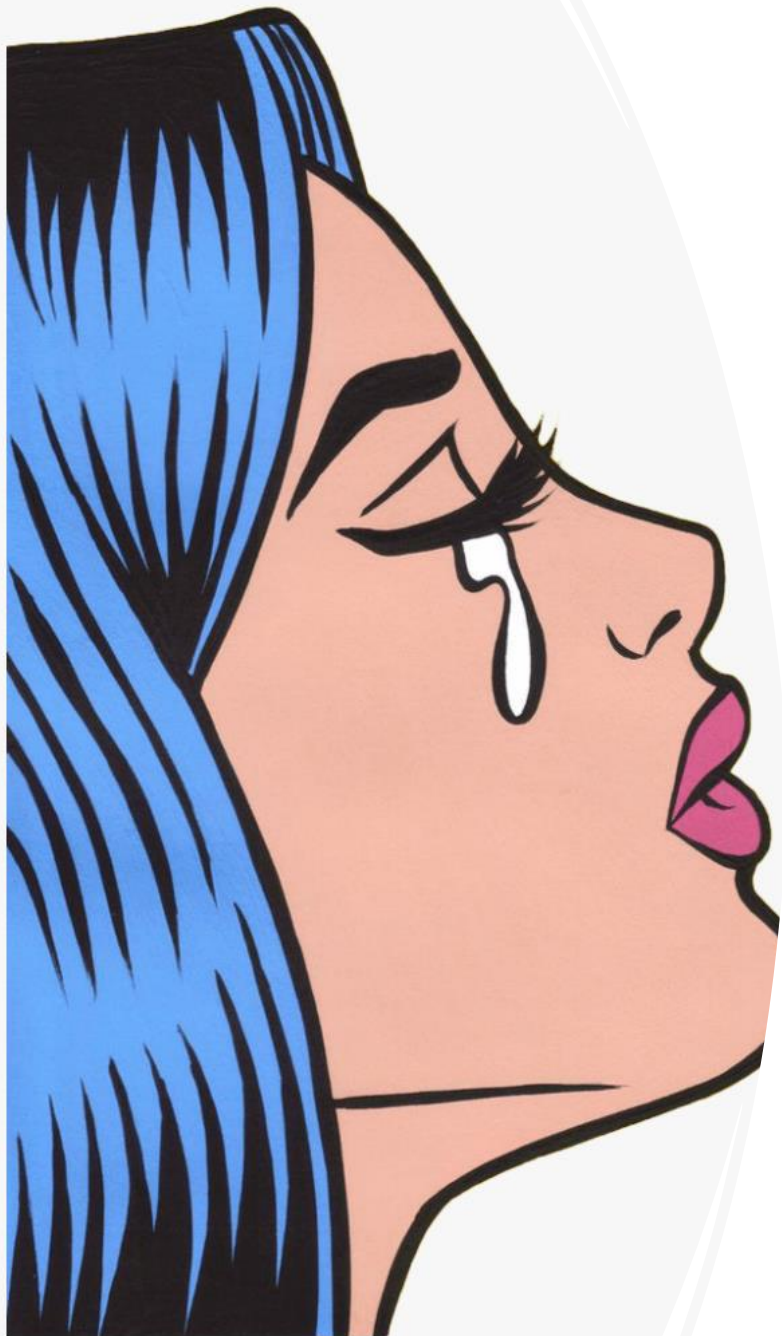
What is my PB value?

What is my PB message?

Who does my PB serve?

Where are my PB audience

How Do I communicate to  
my PB Market?

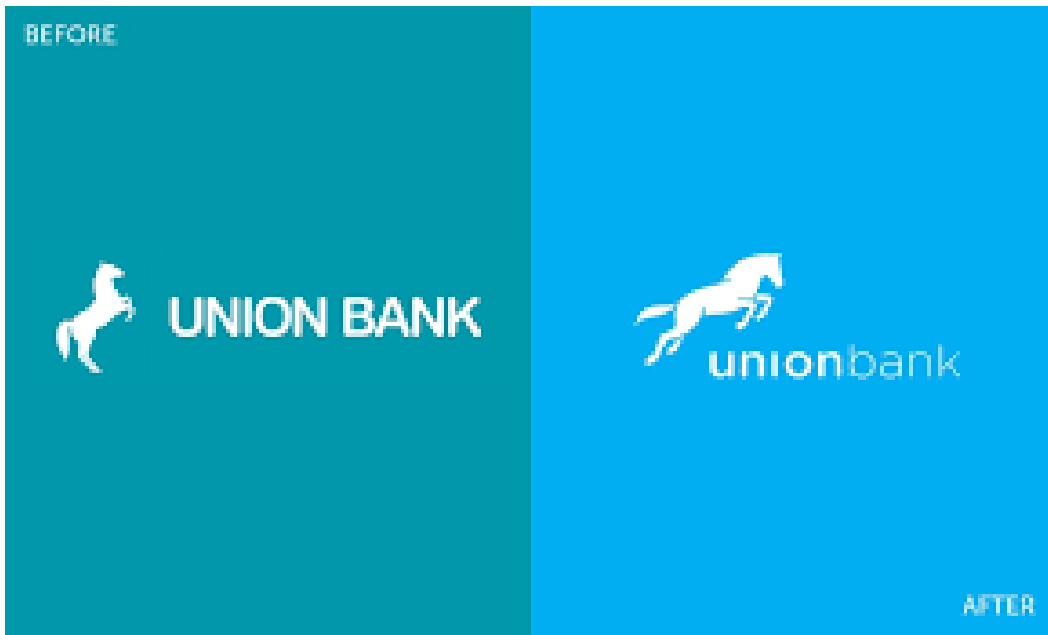


# MY BRAND IS DENTED, CAN I STILL REBRAND ?

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The good news is, you can . If organizations could rebrand, why not you?





# REBRANDING ANALYSIS

# SECRETS TO REBUILDING YOUR PERSONAL BRAND



# THANK YOU



@TinuPhilips