

guest speaker ✨

PORLAND WOMEN
LEADERS



Monique 
Hayward

Founder & CMO





Unleash Your Career Potential with Powerful Storytelling



College graduation. The race for your diploma has been won, and now you can cheer for your future! At the end of the night, the party dies down and everyone leaves. Wait, where's everybody going? Why have all of the accolades stopped? You go home to find your apartment just as you left it. Where's the larger-than-life career wrapped in a pretty package?

College graduates, it's time to get ready for the real world. *Get Your Hustle On!* is a motivating guide for aspiring professionals who possess the zeal but lack the know-how for building a successful career. Author Monique Hayward delivers powerful insider tips and tools to bolster fresh minds with everything they need to navigate the current employment landscape.

You may not realize the extent of your marketable bounty now, but *Get Your Hustle On!* will show you how to prove to potential employers that you're a rare asset. Hayward and other experts, professionals, and entrepreneurs share their notes and personal insights on how to build your personal brand, create and maintain your professional network, seek out mentors, and promote yourself fearlessly to gain poise and prestige in your field.

Be proactive about your future. Don't waste any more time in Mom and Dad's derelict basement.



Monique Hayward is an award-winning author, entrepreneur, speaker, and marketing expert. She has appeared on CNN and in *The Oregonian*, *Entrepreneur*, *Black Enterprise*, and *Woman's World*. She is married to Tom Freeman and resides in Beaverton, Oregon. More about Monique at <http://www.moniquehayward.com>.



99.05
ISBN: 978-0-455-88917-7
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GET YOUR HUSTLE ON!

MONIQUE HAYWARD



GET YOUR HUSTLE ON!

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It's Not Just About Getting a Job,
But Building a Rewarding Career

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Key Takeaways: *Cachet*

1. Your personal brand is the "currency" you trade for influence with your target audience.
2. Your personal brand reflects you and thrives in its authenticity and transparency.
3. Your personal appearance, personality, competencies, and key differentiators work together to reinforce your brand.



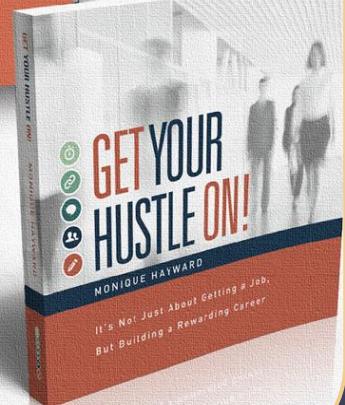
Your Personal Brand Statement
Jorgen Sundberg, who writes for the "Undercover Recruiter" blog, provides excellent guidance on writing your personal brand statement. Read his blog posts titled "How to Write Your Personal Brand Statement" and "7 Hallmarks of an Effective Personal Brand Statement" for reference.²¹ In short, your personal brand statement isn't a job description or mission statement (what you do best). It's a summary of who you are, what you do, and what you do best (value), who you serve (audience), and how you do it uniquely (differentiator). Check out nine:

I deliver creative, candid, and practical advice to current and aspiring entrepreneurs and business professionals who are motivated to learn what it takes to achieve long-term success. A nationally recognized, award-winning entrepreneur, author, and marketing expert, I pass on hard-won tribal knowledge about what it really takes for them to see their businesses and careers thrive and succeed.

- > What I do best = "deliver creative, candid, and practical advice"
- > Who I serve = "current and aspiring entrepreneurs and business professionals"
- > How I do it uniquely = "nationally recognized author, and marketing expert"

"Students ignore us! The reason students aren't prepared [for their careers] because they ignore their campus career center. They don't read our emails, they don't attend events, they don't use our resume services, they don't make appointments. We spend inordinate amounts of time, energy, and money on marketing to students, and most of them ignore us. A NAC [National Association of Colleges and Employers] survey says that 60 percent of students don't connect to their career center."²²

You're not gaining the support you need before graduation day. Help yourself. Once landing a job, you will be at a loss when an organization, whether small or large, starts to tell you what you don't know. In other words, "start with the right..."



October 31, 2024

today's agenda ✨

- About Monique
- **Link Between Personal Brand and Storytelling**
 - Currency for influence
 - Facilitate an exchange
- **Powerful Storytelling**
 - Purpose
 - Personal
 - Practice
 - Promote
- **Summary/Wrap-Up**
 - Discussion/Q&A

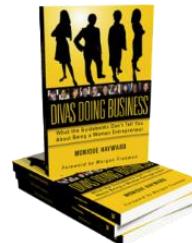




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think beyond the possible®



personal brand ✨ is currency...



...that you “trade” for

{in•flu•ence} v.

1. to affect the nature, development, or condition of;



if your personal brand is the ✨
currency you trade for
influence...



...then your story facilitates
the exchange between you
and your audience



Storytelling[★]





“
I've learned that
people will forget what you said,
people will forget what you did,
but people will never forget
how you made them **feel**.

Maya Angelou

power of ✨ storytelling



Communicate more effectively, create deeper connections, and inspire action



Relatable



Versatile



Memorable



Shared
Experience



Emotional

your story ✨



What do you
have to say?



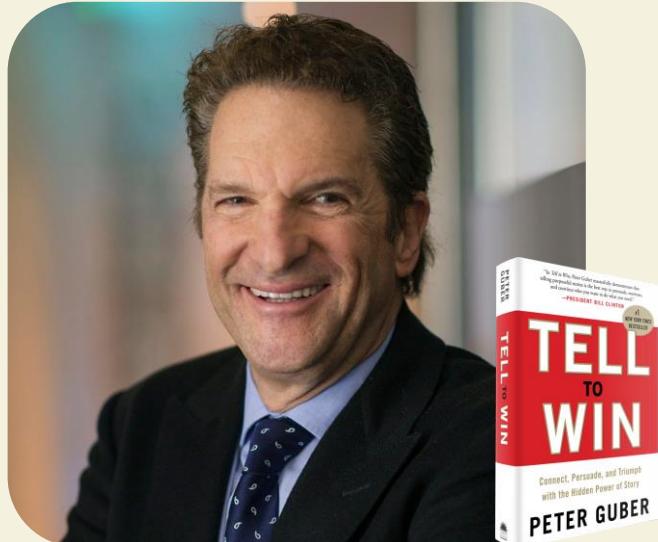
Who cares?



What difference does it
make that you're the
person who's saying it?

tell a purposeful story

We all have the ability to tell great stories, even at work.



four truths of the storyteller



1

To the **Teller** –
authenticity,
congruence

2

To the **Audience** –
listener gives time,
teller uses it wisely

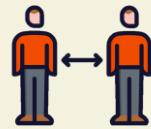
3

To the **Moment** –
don't tell same story
same way twice,
fully responsive
to demands

4

To the **Mission** –
commitment
to a cause bigger
than yourself

“emotional transportation business” ✨



Place listener
in your shoes,
stimulate affinity



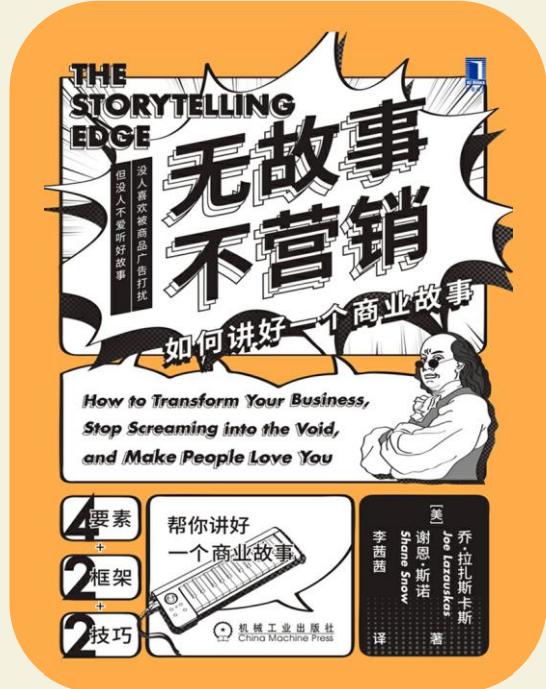
Know the audience
and action you
want them to take



Make personal,
emotional
connections

SHOW ME,
DON'T
TELL ME.

Build bridges to what they
already know and care about

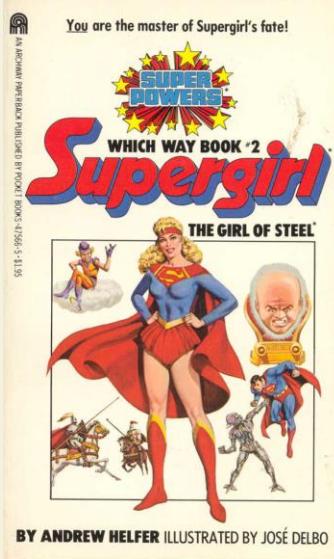


“

Good stories surprise us. They make us think and feel. They stick in our minds and help us remember ideas and concepts in a way that a PowerPoint crammed with bar graphs never can.

Joe Latauskas & Shane Snow
The Storytelling Edge

stories we like to hear ✨



elevator pitch: a story in ✨ 60 seconds



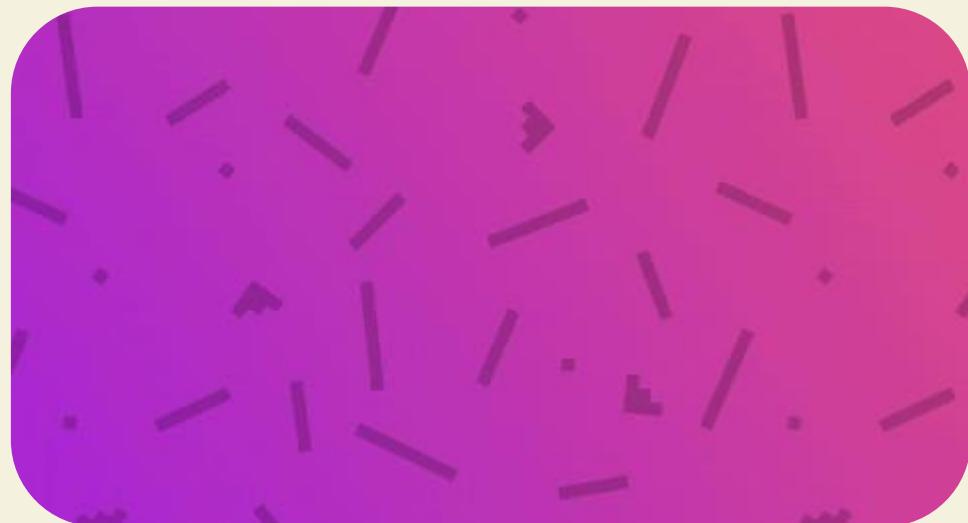
your story

Practice in a safe
environment.

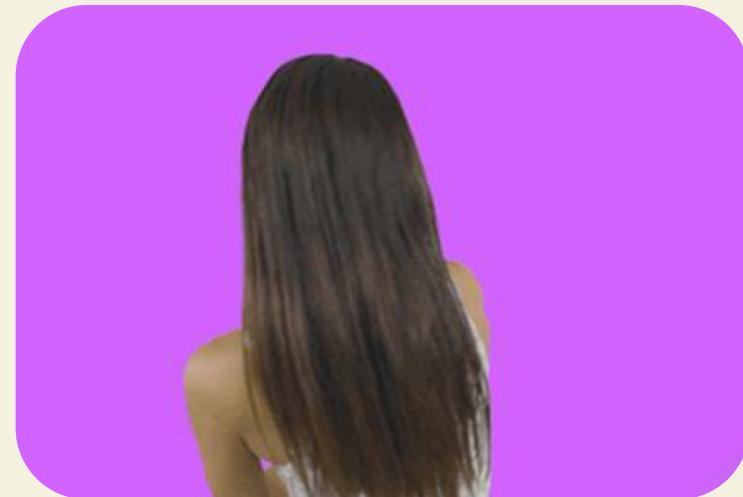


the work to ✨ become known

Yes, it's called "marketing."



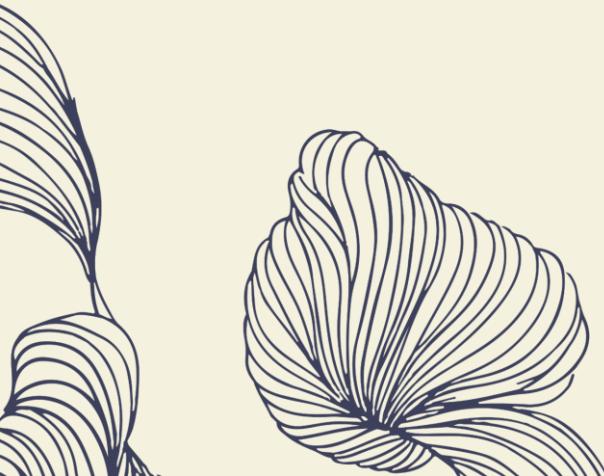
become a fearless ♦ promoter



- Use social networks wisely to create “spaces” where people find you
- Follow experts on your topic
- Contribute to the dialogue
- Attend, speak at events, even create your own
- Evaluate and adjust accordingly



contributing to the dialogue, becoming an expert ✨





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Ask America's Ultimate Experts

Help me make some extra cash!

It only takes a few minutes, and in just a few weeks, our experts share the fun moneymaking opportunities that'll ready fit into your schedule!

I earn money locally!

Monique Hayward, founder of *Divas Doing Business*, shares how to earn extra cash by doing what you love. From pet sitting to house cleaning, there are lots of opportunities to make money locally. Plus, you can make money from home by doing what you love.

Cash for grandkids!

Monique Hayward, founder of *Divas Doing Business*, shares how to earn extra cash by doing what you love. From pet sitting to house cleaning, there are lots of opportunities to make money locally. Plus, you can make money from home by doing what you love.

Fun ways to fatten your wallet!

Monique Hayward, founder of *Divas Doing Business*, shares how to earn extra cash by doing what you love. From pet sitting to house cleaning, there are lots of opportunities to make money locally. Plus, you can make money from home by doing what you love.

Want to start a business?

Monique Hayward, founder of *Divas Doing Business*, shares how to earn extra cash by doing what you love. From pet sitting to house cleaning, there are lots of opportunities to make money locally. Plus, you can make money from home by doing what you love.

Apple Podcasts Preview

28 min.

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Episode 4: We talk to author, businesswoman, entrepreneur and former Director of Marketing & Comms for Intel, Monique Hayward - about balancing multiple opportunities in a time of coronavirus.

Comms from the Sheds: interviewing diverse voices, on our present, and the future.

Entrepreneurship

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Author, businesswoman, motivational speaker and formerly the Director of Marketing & Communications for Intel, inspired by her grandmother's entrepreneurial spirit in the New York of her youth, Monique has published two books: *Divas Doing Business* and *Get Your Hustle On!* She shares her thoughts on the plasticless, a Hollywood + indie mentor, and balancing the demands of corporate America while running her own business in a time of coronavirus.

Episode Website ▾

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Practice with Your Peers: Mentoring for Today's Professionals Means Building Collaborative Relationships

Submitted by [Michael K. Howard](#) on [October 1, 2015](#) at 12:00 PM

 Michael K. Howard
Chair of the Department of Communication, [University of Wisconsin-Madison](#)

By [Craig Crotty](#) and [Michael Howard](#)

"Let's do more professional and expert questions. What are you doing for others?"
Martha Stewart, *On Air*

Most people you work with are professionals. As we progress in our careers, however,



how to
reach me



thank you ✨

