

"What are you most passionate about? Using the whiteboard, explain to me the process of how it works."



This is first question Brendan Browne, the vice president of Global Talent Acquisition at LinkedIn, asks potential candidates. Browne, as explained in a Business Insider article, hands the candidate a whiteboard marker and points them to the whiteboard.

Browne believes interviews are difficult and hyper-flawed processes. This exercise is designed to not only put the person on the spot and test how they cope with spontaneity and ambiguity, but also to get to know the person a little better.

Read the article [here](#).



Brendan Browne. Photo: LinkedIn

I found the article very interesting and it speaks directly to the **Personal Branding** work we do at Routes Coaching.

Knowing your passion, is a key part of your Personal Brand.

Your passion and being able to adequately explain it, is central to one's **Personal Brand**. In my experience of working with Corporate South Africa, very few people know what their passion is, let alone are able to adequately talk about it.

In many respects, I believe that your passion will keep you in the game much longer than talent, sheer hard work, expertise and skill sets. It is important to work with your passion, as it will energise you to succeed. It makes all the hours of hard work worth it. Passion is a key route to happiness and self-fulfilment.

Your **Personal Brand** speaks for you when you are not in the room. It communicates your value and it is a promise of delivery. Do you know what people are thinking and saying about you? A terrifying concept? Yes. And perhaps even more terrifying? **Personal Brands** grow organically. The reality is; you have to be in control of it!

The **Routes Personal Branding programme** is a journey of self-understanding that gets you to identify the following:

- Your passion, purpose, values, strengths and talents.
- Your differentiator. What makes you different from another candidate with the same or similar skill sets?
- The value you bring to the table. What is your company and what are your clients really buying from you?

This journey culminates in the formulation of your **Personal Branding statement** and **Brand Plan**. The **Brand Plan** is designed to put you in direct control of your brand that will authentically communicate your value.

Interested? Contact Debbie Wheal from Routes Coaching on 083 987 2925 or debbie@routescoaching.co.za.

Routes Coaching

Born from the union of industry specialists and continuously working with subject matter experts, we are able to offer our clients comprehensive Personal Branding, Communication and Leadership focused coaching. Understanding your business and unique set of needs, pushes us to create the best coaching solution for your business.