

# Career Selfie to Identify Thyself

Time and effort must be invested to enhance one's overall personality by synchronizing the virtual and real identity; this confluence will facilitate access to the corporate world and amplify one's credibility in a dynamic and challenging era of digitalization.

“The greatest way to live with honor in this world is to be what we pretend to be” - SOCRATES

**F**or today's image conscious society, the social mirror is exerting unwarranted pressure to appear influential, successful, resourceful, and fashionable, impairing the much-needed capacity for self-reflection and making people define and resolve their internal reflections through other's viewpoint. This pressure

causes some people to become manipulative and deceptive. I see this puerile trend of people taking selfies with funny expressions and strange poses and posting it on every conceivable social networking site at every drop of a hat. A lot has been discussed about selfies in the media as well. In fact, the word selfie was recently added to Oxford's online dictionary due to its



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unprecedented popularity. Studies have labelled selfie-posting people as narcissists and attention seekers. Though it might be an issue of personal taste, one should not overindulge in creating a casual and flippant image. Instead, time and effort should be invested to enhance one's overall personality by synchronizing the virtual and real identity; this confluence will facilitate access to the corporate world and amplify one's credibility in a dynamic and challenging era of digitalization. Every individual deserves a successful career and for this, a formidable self-promotion and positioning become essential. Hence, the need for a 'career Selfie'.

## What is a career selfie?

A good Career Selfie includes a repository of documented accounts of an individual's accomplishments in the digital platform covering academic credentials, achievements at work, rewards and recognitions, initiatives, recommendations and endorsements by peers and seniors, certifications, etc. An appealing Selfie needs imagination and aesthetic knowledge to garner admiration in the virtual world. Similarly, a career selfie is all that and much more! It is about the creation of a positive, emphatic profile that can propel your presence, visibility and acceptance in the corporate world. Promoting yourself is a balance of getting others to rally behind your achievements without turning them off.

## Creating an impressive image in the professional world

Building a desirable personality requires a balance of personal values and career aspirations. Here are six ingredients to walk that line with humility and get the recognition you deserve-

**High self-esteem-** High self-esteem is the foundation of a strong personality, without which a great Career Selfie will not emerge. Character and success go hand in hand. Substance precedes form, and high self-esteem translates to a

stronger self-identity.

**Integrity and Honesty**- Integrity and honesty build trust and foster relationship across professional and personal networks. A person with impeccable values is an asset in today's digitally empowered workplaces. Fame and success are only transient and a façade without ethics. If there is no light in the soul, there will be no beauty in the face, without which your career selfie is

be your worst critic and encourage feedback from those who can hold a mirror for you. Be your brand manager and seize every opportunity to advertise and promote the genius in you. Draft your action plan, list down your top priorities that you seek to accomplish in your life. Goals bring focus and sharpness to your career selfie while you are framing it.

**Emotional Intelligence at**

<b>S</b> PECIFIC	What exactly is it you want to achieve ?
<b>M</b> EASURABLE	How can you measure and track the progress of the goal ?
<b>A</b> TTAINABLE	Is it actually attainable in the given time frame ?
<b>R</b> ELEVANT	Is it something that you really want to do ? Will it directly benefit you ?
<b>T</b> IME BOUND	When do you want to achieve this goal by ?

incomplete.

**Personal exploration** - A person with self-awareness is more purposeful than someone who is merely driven by routine. Passion

**workplace** - The more complex the job, the more demanding is the role of emotional Intelligence. The aptitude you need to succeed start with your intellectual quotient and

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towards excellence and quality of life is also important to progress as individuals and as responsible citizens. A profound sense of gratitude can help attain inner peace and function as enlightened professionals. It is essential to be consistently good than occasionally great!

**Personal brand pitch** - Review your personality. Scale up your strengths,

the horsepower needed to fuel it comes from your Emotional Intelligence. The great divide in competencies lies between the mind and the Heart or, more technically between cognition and emotion. Whether it is your day-to-day fire fighting, conflict resolution, empathetic listening, coaching or social skills, Emotional Intelligence is the most critical factor for success



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without which our career selfie is incomplete.

**Steady and Consistent** - Millennials should build credibility and should come across as dependable and committed long-term professionals. As per Deloitte's fifth Annual Millennial Survey, one in two millennials will quit their jobs in 2 years. By 2020, the rate of attrition will stand at 76 percent! The survey captured the views of 7,500 millennials from 29 countries. Millennials said they look for a satisfactory work-life balance and flexible working hours while choosing an organization, which is acceptable to the HR fraternity.

However, before asking what I can receive, what I will contribute is the bigger question that needs to be answered. The need for supportive work and engaging work culture, along with mentoring is essential to groom and retain them. Only when our youngsters go beyond their complacency, instant gratification, and physical comforts, they will achieve success and glory. **HC**