

Name: _____

ASSIGNMENT 3: PERSONAL BRANDING**SECTION 1: MY PERSONAL BRAND INCLUDES...**

Purpose:**Skills &
Strengths:****Goals:****Values:****Passions:****SECTION 2: I AM COMFORTABLE WITH... (SELF INVENTORY)**

Easily and openly expressing ideas/opinions in a group setting

Speaking with people in “High Positions.”

Starting Conversations in New Settings.

Disagreeing with Someone in a Non-Confrontational Manner.

Accepting Responsibility When I Make a Mistake.

SECTION 3: I AM CONSISTENT AT... (SELF INVENTORY)

Following Up and Delivering on Promises.

Arriving on Time for Engagements and Meetings.

Replying to People in a Consistent Timeframe.

Conveying Optimism and Positivity in My Interactions

Maintaining Appropriate Body Language and Eye Contact.

SECTION 4: DO I HAVE...? (PERSONAL BRANDING TOOLKIT)

A Professional Email Address

A Professional Phone and Voicemail Greeting that Presents Me Well?

A Facebook/Instagram/Twitter I’m Comfortable with Employers Seeing?

Attire I Would Feel Confident in at an Interview?

A Strong and Memorable Elevator Pitch?

SECTION 5: GOAL SETTING

1. **Specific:** Goals should be simplistically written and clearly define what you are going to do.
2. **Measurable:** Goals should be measurable so that you have tangible evidence that you have accomplished the goal.
3. **Ambitious:** Goals should challenge you, allowing you to grow within the process.
4. **Realistic:** Goals should not be too difficult however. You must possess the appropriate knowledge, skills, and abilities needed to achieve the goal.
5. **Time-Bound:** Goals should be linked to a timeframe that creates a practical sense of urgency, or results in tension between the current reality and the vision of the goal.
6. **Evaluate:** Goals should be evaluated after a certain period to see if the timeline you set on this goal needs to be adjusted.
7. **Revise:** Goals should be revised based on one's current assessment of their bandwidth.

PERSONAL BRANDING GOAL 1

To achieve this goal, 2 action steps I will take are:

- _____
- _____

PERSONAL BRANDING GOAL 2

To achieve this goal, 2 action steps I will take are:

- _____
- _____