### 10.1 The Power of a “Why” Statement OPTIONAL

A "why" statement clearly and concisely explains why you do what you do and what motivates you in your career. A well-crafted "why" statement can help you stand out in a crowded job market, make meaningful connections with others, and attract potential employers or collaborators who share your vision and values.

1. Developing Your “Why”

Developing your professional "why" is an ongoing process that requires self-reflection, introspection, and action. By understanding your career goals, strengths, passions, values, and mission, you can align your professional goals with your purpose and build a fulfilling and meaningful career.

Here are some tips on how to create a compelling "why" statement that can be useful as you progress toward making connections with others in your field:

1. Reflect on Your Career Goals: What do you want to achieve? What impact do you want to make? Understanding your career goals can help you identify your overarching purpose.
2. Identify Your Strengths and Skills: Consider your skills and strengths relevant to your profession. What are you good at? What unique abilities do you bring to the table? Understanding your strengths can help you identify the value you bring to your profession.
3. Consider Your Passions: and Values Think about what you enjoy and are passionate about. What hobbies or interests do you have? What problems do you care about solving? Understanding your passions can help you identify your purpose and direction.
4. Identify Your Impact: Consider the impact you want to have on the world. What change do you want to create? What legacy do you want to leave behind? Understanding your impact can help you identify your overarching goal and motivation.
5. Write a Personal Mission Statement: Once you have reflected on your values, strengths, passions, and impact, consider writing a personal mission statement that encapsulates your "why." Your mission statement should be brief, clear, and compelling, capturing your purpose and motivation.

### 10.2 Building Your Elevator Pitch

### Why are elevator pitches important? Your elevator pitch is how you communicate who you are, what you do, the value you bring, and why someone should connect with you. It is the building block of networking and the infamous “tell me about yourself” interview question. When you have a clearly defined elevator pitch, it becomes easier to navigate networking more organically, connect with the right people, and give strong answers at the beginning of an interview. An elevator pitch is helpful in many situations and scenarios. For example, you can use it as a summary statement on a resume, LinkedIn ‘About Me’ section, and in cover letters.

1. Components of an elevator pitch

Let’s review the components of an elevator pitch and what to address in each section. Review this [**worksheet**](https://docs.google.com/document/d/15Pcyov9fP5JwOz_ypVY-tsGNRi4Mmi_uZauSt7x88J4/copy) outlining the components of a good elevator pitch. You’ll use this to create your own pitch later on in this unit.

1. Identifying your value add

You can derive your value from your unique skills, strengths, and experiences that set you apart. Reflect on your education, work experience, transferable soft skills, and specific accomplishments. Remember, no matter your experience level in your newly chosen field, your past experiences will likely relate to and amplify the skills you’ll learn while working through <insert career track>. Think back to the previous unit about career planning, where you identified the transferable skills relevant to your future career. How will you infuse those past experiences into your elevator pitch for what makes you unique?

### 10.3 Building Your Online Presence OPTIONAL

The next step in developing a career brand is to create an online presence for yourself. Once you’ve established your brand, communicating it publicly in professional spaces is a highly under-valued tool that can make your job search more successful. We understand that tackling this course and learning new skills may be your primary focus, and you may not be thinking about your job search yet. However, creating an online presence by becoming visible on LinkedIn and setting up a profile on job boards is a great way to indicate you’re open to new work while learning technical skills. Companies may reach out to you while you’re still in the course!

1. Build an Online Portfolio or Website OPTIONAL

One of the easiest ways to create your online presence is to create a website or portfolio highlighting your finished products from course projects or freelance work. You are probably already doing this for your course projects; however, it’s also essential to consider using these as a part of your career branding. You can add your website or portfolio to your resume and LinkedIn and use it as a space to create a blog that builds your brand. Creating a website showcases your work, reinforces your skills and reputation, and helps recruiters assess your fit for open roles.

1. Leverage Social Media[12 Easy Ways To Build Your Personal Brand On Social Media](https://youtu.be/1hjYsqK2Ydo)
2. Adding Springboard to your LinkedIn (4 pages) OPTIONAL

- 10.3 Document ref

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### 10.4 Project & Coaching Call OPTIONAL

Now that you’ve learned all about career branding, it’s time to develop your elevator pitch. Submit your elevator pitch worksheet and ensure you can verbalize it within 30 seconds. You’ll be graded on your pitch and receive live feedback in your group coaching call, so you must complete it before you attend.

Please utilize the following worksheet to complete and submit your Elevator Pitch. You’ll be evaluated on your ability to deliver your elevator pitch within 30 seconds in your next coaching call alongside receiving live feedback from peers and your coaches.

### Outline

| Start with **Who You Are:**  *Open with a strong statement that grabs attention while reviewing your introduction basics.* |  |
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| Next talk about **What You Do:**  *Communicate what you currently do and/or what you’re hoping to do by way of describing the current stage you are at. (i.e - enrolled in a bootcamp learning \_\_\_)* |  |
| Describe your **Value Add:**  *What makes you unique when you think about your background, current experience, and the new skills you’re acquiring and how you can be of service to others?* |  |
| Finish with your **Call to Action:**  *Are you requesting an informational interview, or maybe you want to learn about their company? This is key to getting a response; have a specific call to action.* |  |

### Final Product

Now, create a cohesive short paragraph that incorporates your statements above. Make sure it can be verbalized within 30 seconds and submit this document once you’re done.

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