



INTERNATIONAL COLLEGE
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Professional Identity- Creating your Professional Brand Design for Life

PF2: The Scientist: Professional Formation 2

Assoc Prof. Caoimhe Clerkin

17.3.25



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Recap on Professional Branding 1



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In our last session together, we worked on

- Body language and how we can use this to make use feel more confident
- Thought about the 'why'
- Considered our personal values
- Thought about emotional intelligence using Johari's Window



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Today



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We will build on these skills and consider how professional identity can shape

- Job applications
- Career success
- Building relationships and hence leadership



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ASSESSMENT

- You will be assessed in this module by continuous assessment (100%) and is comprised of three assessment tasks
- **Assessment Task 1:** Abstract Development (40%)- Due date 7th April and relates to workshop delivered on 24th March
- **Assessment Task 2:** Mock interview(30%)- Will be scheduled for the week commencing 7th April and relates to workshop delivered on 17th and 31st March
- **Assessment Task 3:** Reflective Writing (30%)- Due date 21st April and feedback you have received from assessment task 1 and 2 and learnings from PF1 and PF2.



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**By participating in this workshop you will be preparing
for Assessment 2 and Assessment 3
'Failing to prepare, is preparing to fail'.**

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Part 1: Introduction to Professional Identity

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What is Professional Identity?



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Professional identity can be described as the unique combination of personal and professional attributes that shape how others perceive you in the workplace

Its significance is to :

- Enhance visibility and recognition in the scientific community.
- Open up opportunities for collaboration and funding.
- Build credibility and trust with peers and stakeholders.



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- **Values:** Commitment to education and student development.
- **Skills:** Effective communication, lesson planning, classroom management.
- **Behaviours:** Encouraging student participation, adapting teaching methods to diverse learning needs.
- **Impact:** A teacher who students want to learn and develop from



Values: Compassion, patient care, ethical responsibility.

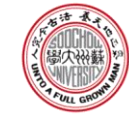
Skills: Clinical knowledge, patient assessment, teamwork.

Behaviors: Providing empathetic care, following medical protocols, collaborating with healthcare teams.

Impact: A trusting nurse who can help patients to recover



Why does Professional Identity matter?



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Values: Lacks compassion and dedication to patient care.

Skills: Limited clinical knowledge and teamwork skills.

Behaviours: Provides minimal care, often overlooks protocols, and struggles to work with healthcare teams.

Impact: Incompetent nurse who has little trust from her patients



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Why does Professional Identity matter?



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Having good values, skills and behaviours allows you to succeed in your career, establish trusting relationships with colleagues, lead your team to success and provide you with job satisfaction....and more



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Your turn

As a Level 1 Bsc ATT student,
What are your

- Values
- Skills
- Behaviours

What impact will this have on
your studies?

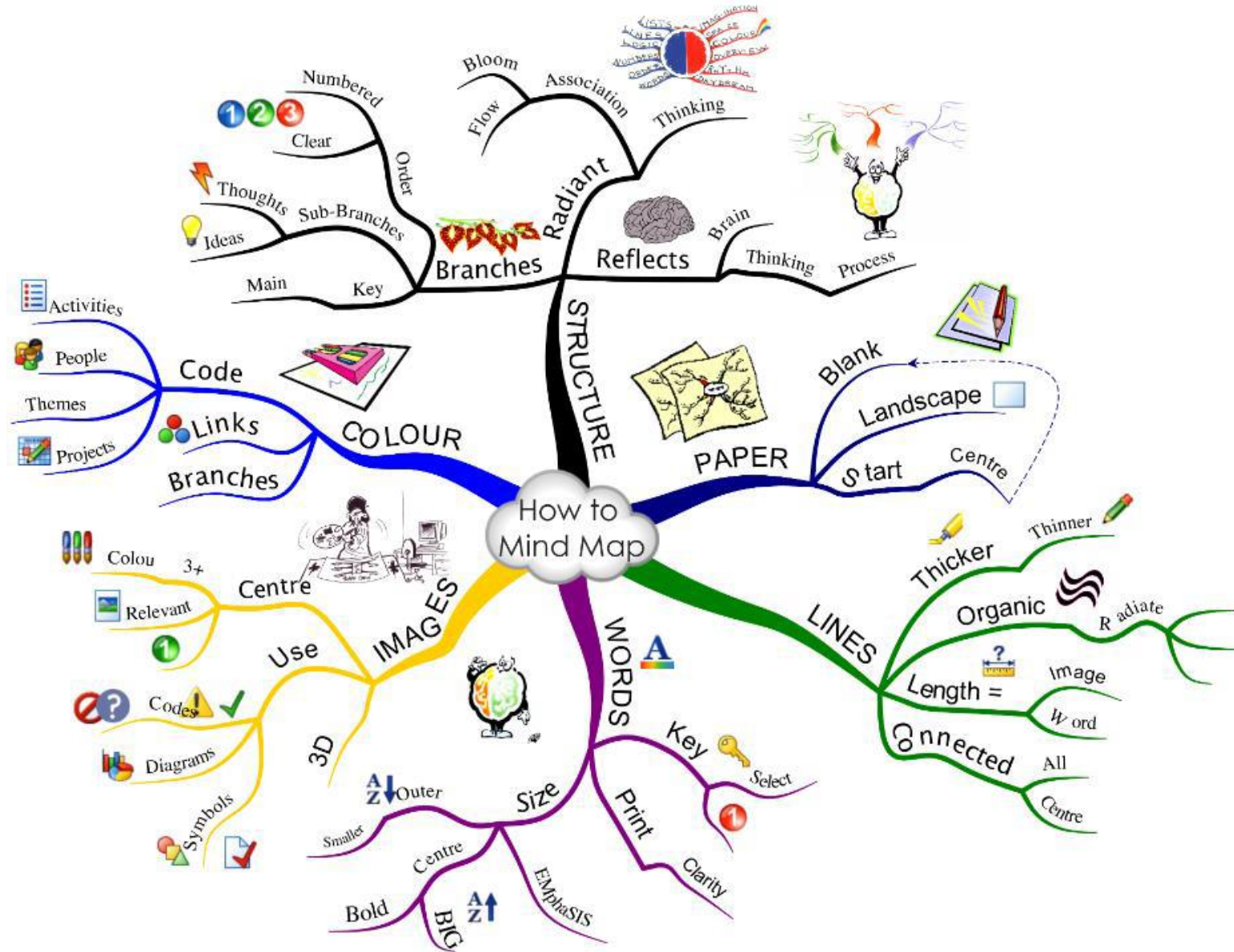


USP

Introduction to Mindmapping

Mindmaps allow us the space and time and time to consider all options of a question

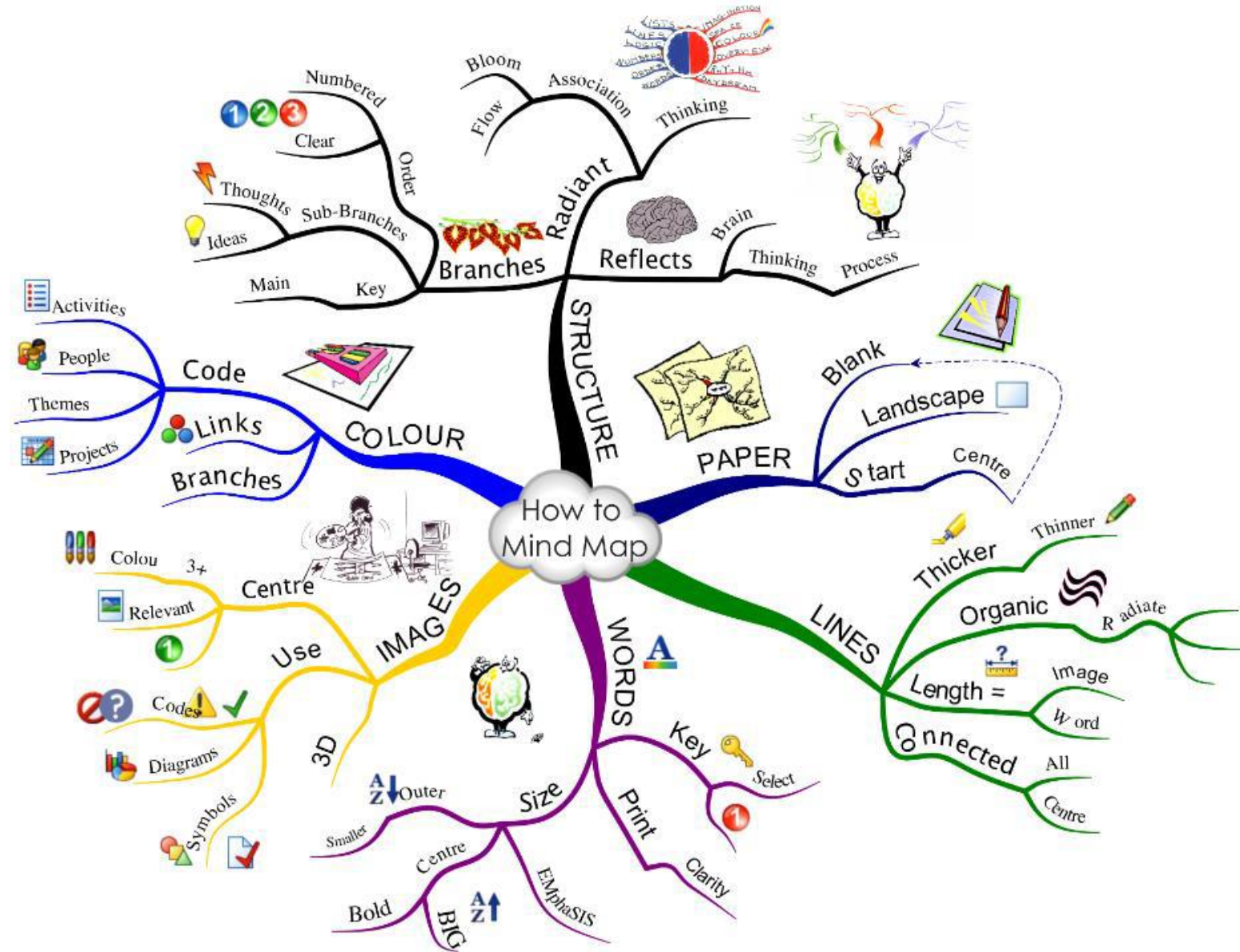
- Where do you want to go?
- Who do you want to become?



Warm-up exercise

Use mindmapping to plan a teacher-student activity event.

You have 20 minutes

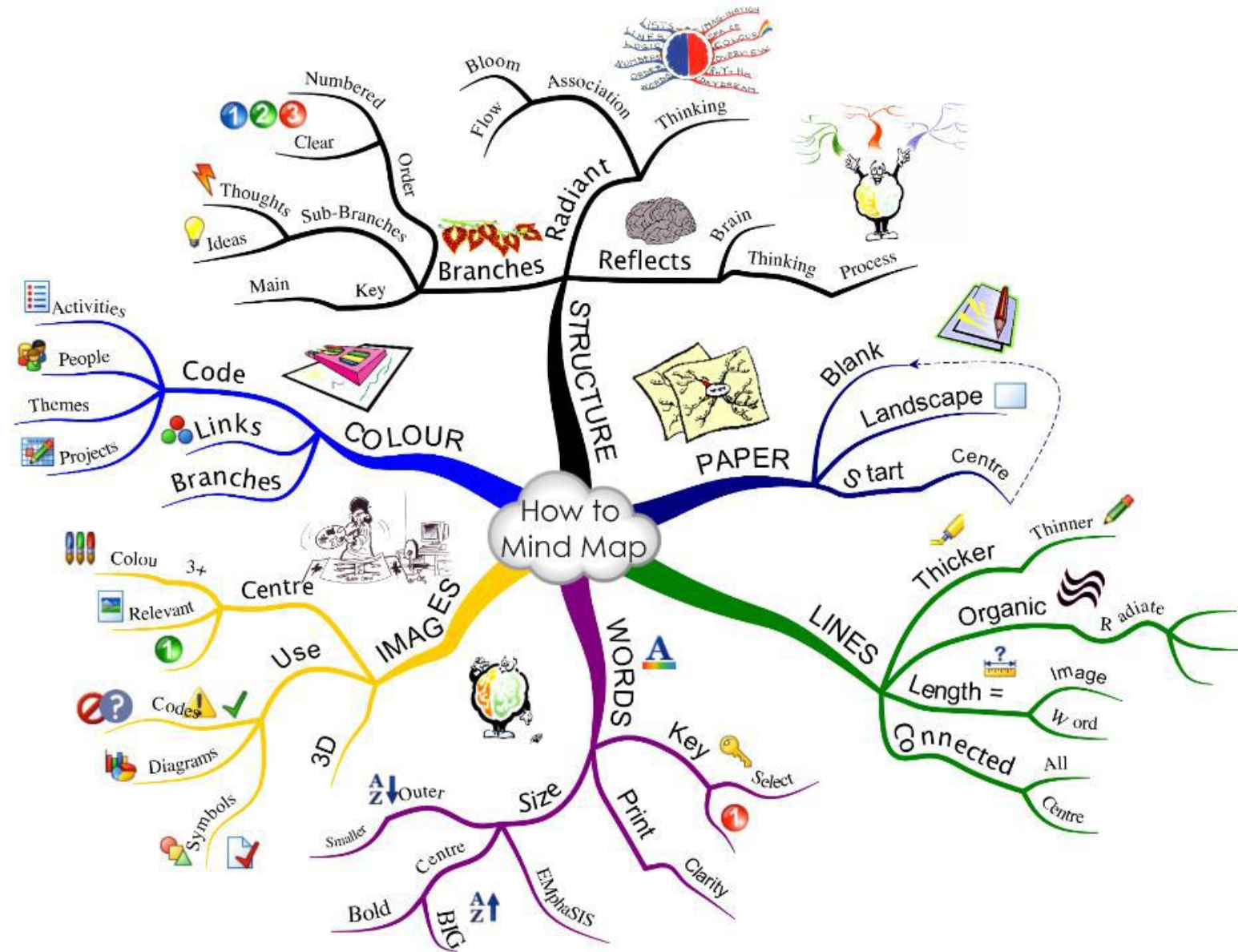


De-brief

What did that feel like?

Did anyone get stuck?

Were you ever frustrated?





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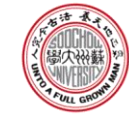
Part 2: Elements of Building Your Professional Brand

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Why did you choose to study ATT at
the ICPI?

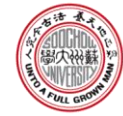
*Be as honest as you dare- this is
anonymous!*



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What skills and expertise will a graduate of ATT have?



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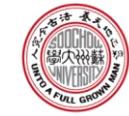
<https://www.rcsi.com/dublin/undergraduate/advanced-therapeutic-technologies/course-details>



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How do your values align with becoming a ATT scientist?



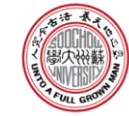
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Achievement	Advancement	Adventure	Affection
Competitiveness	Co-Operation	Creativity	Courage
Education	Empathy	Expertise	Excellence
Fame	Family	Fairness	Friendship
Health	Helpfulness	Inner Harmony	Honesty
Integrity	Inclusivity	Independence	Intelligence
Learning	Loyalty	Positivity	Personal Development
Pleasure	Power	Recognition	Responsibility
Trust	Serve others	Wealth	Wisdom

Remember you chose
only 5 values



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What behaviours should you demonstrate to become an excellent ATT scientist?



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Your turn



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Assessment Task 2: Mock interview(30%)- Will be scheduled for the week commencing 7th April and relates to workshop delivered on 17th and 31st March

The **TASK (25 minutes):**

Read the following job opportunity and consider how your skills, values, align with this role.



SCAN ME



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Part 3: Preparation for interview

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CV and Cover Letter

For many job applications you will be required to write a C.V. and cover letter

We will consider this on the 31st March during our lecture on Build your CV and Professional Profile

Today's focus is the interview and we can spend this time presenting our professional brand



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How this session will work

1. Brainstorm potential interview questions
2. Answer the key interview questions
3. I will then select a student to answer a question in the class



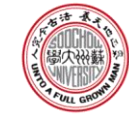
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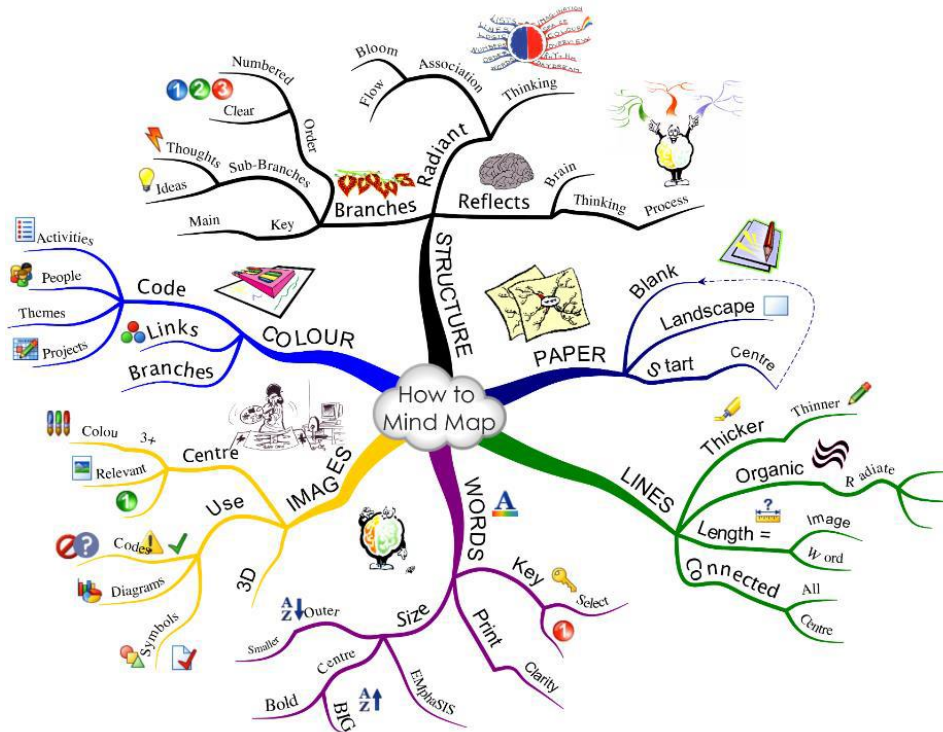
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Let's brainstorm some questions we could be asked during the interview (15 minutes)



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STAR INTERVIEW METHOD

The STAR method is a structured approach to answering interview questions that helps you to thoroughly address the interviewer's concerns.

ACRONYM

- S Situation:** Describe the situation that you faced.
- T Task:** Break down the challenges inherent in the situation.
- A Action:** Describe what steps you took to address the situation.
- R Result:** Describe how your actions led to a good result for the key stakeholders.

SIMPLIFIED EXAMPLE

- S Situation:** I had a customer who was upset.
- T Task:** My task was to ensure the customer's issue was addressed.
- A Action:** I apologized for the delay and offered an alternative.
- R Result:** The customer left satisfied.



Example



Q. Team-work is a key skill we require all employees of Pfizer to have.
Can you give an example of how you demonstrate team work?

Situation	Task	Action	Result
I was working with four members on a group presentation as part of my The Scientist: Professional Formation Module	The presentation was demonstrating the importance of critical thinking as an ATT student	I split out tasks for our group to cover the main objectives of the presentation for example <ul style="list-style-type: none">- Presentation design- Research on the importance of critical thinking- Communicating these ideas	The team and I received a first class honours classification for our presentation



Using the STAR technique

Answer the selected key interview questions



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De-brief

What did that feel like?

Did anyone get stuck?

Were you ever frustrated?



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Part 4: Professional branding online

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How can you brand yourself online?



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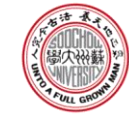
Linked in



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The importance of Email



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Email is the primary form of communication between colleagues and future employees.



To write an email correctly you should include the following

- Subject – this is a title to your email
- Address- this will greet the intended receiver
- Body of the email- this will include why you are writing the email and what question you would like answered. It will also contain detail of why this question needs to be answered
- Conclusion- close off the email by thanking the reader for their attention.



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Example



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Windows Mail window titled "New price list - Message (HTML)".

Send button and fields for **From**, **To**, and **Cc**.

Subject: New price list

Attachments: Pricing.pdf (30 KB)

Body:

Dear Partner,

I hope this email finds you well. I wanted to reach out and share our updated price list with you. You'll find the attached file containing all the relevant information.

If you have any questions or concerns regarding the prices or any other matter, please feel free to reach out to me.

Best regards,
Jane Doe

To write an email correctly you should include the following

- Subject – this is a title to your email
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- Conclusion- close off the email by thanking the reader for their attention.

Your turn



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Assessment Task 2: Mock interview(30%)- Will be scheduled for the week commencing 7th April and relates to workshop delivered on 17th and 31st March

Write a mock email to Pfizer telling them that you are interested in the student placement role. You can send this to me and I will provide feedback caoimheclerkin@rcsi.ie



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What is LinkedIn?



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LinkedIn is a professional networking platform.

It allows users to connect with colleagues, search for jobs, and share professional content.

LinkedIn features include:

- Profile creation
- Networking
- Job searching
- Content sharing



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What is LinkedIn?



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A strong online persona helps in:

- Establishing credibility
- Networking with professionals
- Enhancing career opportunities
- Showcasing skills and achievements



Tips for building a strong online persona:

- Keep your profile updated
- Share relevant content
- Engage with your network



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What is LinkedIn?



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Privacy and professionalism are crucial in the digital age.

Key points to consider:

- Protect your personal information
- Be mindful of what you share online
- Maintain a professional tone in communications
- Understand privacy settings on platforms like LinkedIn



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Part 5: Cultural Nuances and Global Perspectives

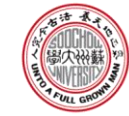
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Chinese Professional Identities



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There are many traditional Chinese values that impact professional interactions

- Can you think of any?



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Quick, immediate responses

Less emphasis placed on
checking emails

Less formal



Slow responses

More detailed responses

More formal



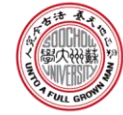
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A simple example of how Chinese professionals have successfully integrated their identity in global environments is Eric Yuan, the founder of Zoom. He brought his background and experiences from China to the U.S., where he created a globally successful video conferencing platform.



What can we ALL do to adapt to cultural expectations when working internationally?



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Cultural competency

Clear communication

What can you think of?



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Any other items