

## OUTCOMES STUDENT ACTION PLAN: WHAT IS MY BRAND?



Student Name:

Program:

Email:

Home Phone:

Graduation Date:

Website:

Cell Phone:

### STEPS TO DEVELOP A GREAT BRAND ARCHITECTURE

1. Look at recurring themes that have defined you as an individual and professional.
2. Identify those themes that you have done consistently and effectively through your career and your life.
3. Identify many things. Fill the page. Refer to your self-assessment. Discuss who you are with family, friends, and peers.
4. Choose only the top 5 themes you can defend with examples. Put everything else on the backburner. These 5 themes represent your differentiators.
5. Be honest and authentic. You should be able to comfortably and confidently feel good about these themes. If any of them do not sit well with you then you should remove the theme and look at your backburner for others that might tell your story better.
6. Build a statement that strings these main themes together concisely, powerfully and effectively.
7. Practice and wordsmith your statement to communicate your most authentic self that tells your story, highlights your strengths, and embodies who you are as a person and professional.

### WHAT'S HOLDING UP YOUR ROOF?

#### ROOF

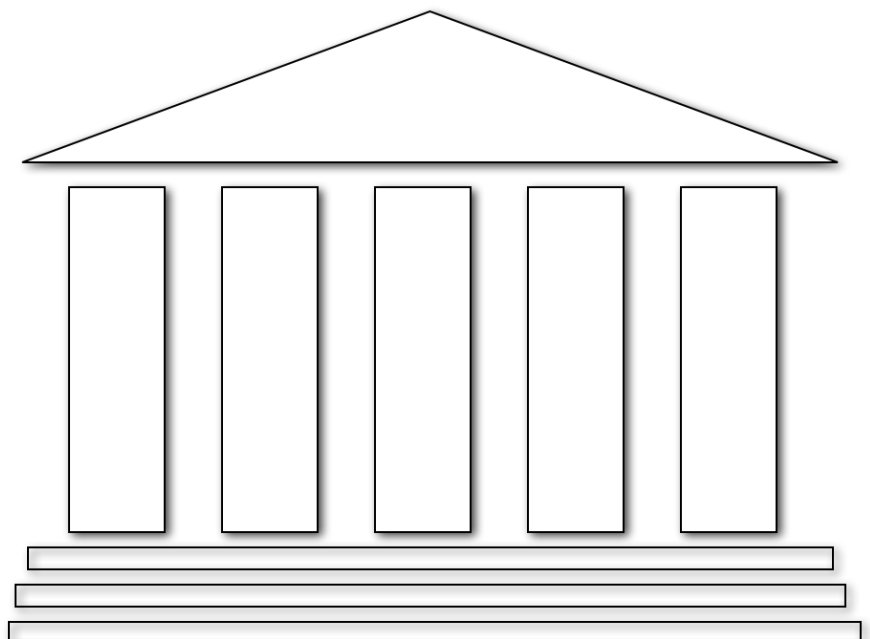
Brand Statement

#### PILLARS

Key Differentiators

#### FOUNDATION

Technical Skills



## SELF-ASSESSMENT

<b>What are your perceived strengths?</b> (Things that you can do well, specific aptitudes that include hard and soft skills e.g. listening, team work, problem-solving)	*List at least 10.
<b>What are your work-related values?</b> (Things that are important to you)	*There are two types of values: intrinsic and extrinsic. Intrinsic values are related to the work itself and what it contributes to society. Extrinsic values include external features, such as physical setting and earning potential.
<b>What are your interests?</b> (Things you enjoy doing professionally & personally)	
<b>What is your preferred environment?</b>	
<b>What is your personality type?</b> (Individual traits, motivational drives, needs and attitudes)	*If you have taken a personality assessment (e.g. Myers-Briggs) it would be good to refer to the results. Consider taking an assessment if you have never done so.
<b>What are your perceived weaknesses?</b>	
<b>What are your developmental needs?</b>	
<b>What are your realities and/or self-truths?</b> (e.g. geographical requirements, personal limitations, etc.)	
<b>What is your proudest achievement?</b>	
<b>What are your personal attributes?</b> (e.g. loyalty, enthusiasm, dedication, sense of humor, etc.)	*List at least 10.
<b>Do you have a mentor? If so, what are their attributes?</b>	*List at least 10.

## DEVELOPING YOUR BRAND

Your brand is your value proposition. Before writing your resume, it is important to understand who you are as a professional in your chosen field. It is what makes you uniquely qualified over candidates who are just merely qualified based solely on hard skills. This is what makes you different than any other candidates and allows you to stand out from the crowd. These are differentiators when coupled with your hard skills translate into employable skills that define you as a professional. With this in mind, answer the following questions:

What do you do?

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What problem do you solve?

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How are you different?

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Why should employers care?

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Define your value proposition

I am...	
Someone who...	
Because...	
Which results in...	

## OWN IT!

What is your brand statement? Think of this like your personal thesis statement that will be proven by all the supporting materials and information you will provide. (e.g. resume, cover letter, portfolio, etc.)

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