

Assignment: Reflect on the following questions:

1. What does the term “branding” mean to you?

What branding means to me is the image that is being portrayed to the world. A strong well-developed brand would act as a beacon and/or inspiration to those who see it. A strong but poorly developed brand would act as a repulsive fire that drives people away from its source as it either burns or poisons the local environment. Branding also has a wider range of influence compared to an individual’s own presence. It has the ability to influence the perceptions that people outside of an individual’s scope of influence in directions both positive and negative.

2. How do you want to communicate your personal brand to your peers, academic advisers, mentors and colleagues?

How I intend to culture my personal brand is to be that of a team builder, collaborator, strategist, and creative spirit. Although these traits don’t completely align with my degree program, I find them necessary in order to prepare an environment that is conducive to whatever project that I seek to undertake.

3. How can the concept of branding help you accomplish your personal, academic and professional goals?

How the concept of branding can help me is that it can act as a magnetic force bringing people to a particular cause or product. With enough foresight, a properly built personal brand can build entire networks of people necessary to build great things.

4. What stands out to you, feels new to you, excites you, or challenges you from this lesson?

What stands out to me, but doesn’t surprise me is the emphasis on reliability. It reminds me of one of the more important lessons of commitments that I learned from my mentors at Intel. Am I 100% reliable currently, unfortunately no. I have grown too loose with my timetables especially with the mornings which is something I can’t excuse myself about. So I’m taking this lesson as more of a challenge to look for ways where I can follow up on my commitments and potentially over-deliver on them in order to rebuild that reputation of time that I have for myself.