**Activity: Discovering Your Personal Brand**

3.19.2024

# **Introduction**

Discovering your personal brand is a process of uncovering and articulating your unique value proposition, strengths, and qualities that differentiate you from others in personal and professional contexts. It involves self-reflection, exploration, and clarification of your identity, values, passions, and goals to create a compelling and authentic brand image.

# **Objectives**

* **Self-Awareness:** To gain a deeper understanding of your strengths, weaknesses, values, and personality traits.
* **Differentiation:** To identify what sets you apart from others and define your unique value proposition.
* **Clarity:** To clarify your personal and professional goals, aspirations, and the direction you want to take in your life and career.
* **Alignment:** To align your personal values, beliefs, and passions with your professional identity and goals.
* **Authenticity:** To develop an authentic and genuine brand image that accurately reflects who you are and what you stand for.
* **Visibility:** To increase your visibility and presence in your chosen field or industry by effectively communicating your personal brand to others.
* **Networking:** To build and strengthen relationships with peers, mentors, colleagues, and potential employers or clients by showcasing your unique qualities and expertise.
* **Career Development:** To enhance your professional development and advancement opportunities by leveraging your personal brand to attract opportunities, projects, and collaborations.
* **Confidence:** To boost your confidence and self-assurance by owning and articulating your personal brand with clarity and conviction.
* **Long-Term Success:** To lay the foundation for long-term career success and fulfillment by cultivating a strong and authentic personal brand that resonates with your target audience.

# **Equipment/Requirements**

* N/A

# **Instructions**

1. What are your strengths (superpowers)?

I would like to think my strengths (superpowers) is possibly learning new skills efficiently, to be daring. Regardless of the difficulty level, or how long the learning period might be, I’ll make sure to provide a suitable attempt at anything I desire to learn.

1. Choose 3 or 4 of the most meaningful core values to you.

Integrity, perseverance, and resourcefulness closely resonate with me

1. What are you passionate about?

Big Picture - Solving problems via my technical means, but more so developing something creative

Day to Day - Learning about new tech, developing creative solutions to alleviate problems

1. Choose 5 key attributes that describe you and your work style.

Diligent, motivational, disciplined

1. What is your specialty?

In a technical sense I’m creative development, and automation

Personal trait wise, calm / reserved, easy to acclimate to one's surroundings

1. Write your brand description – include your core values, passions, talents, key attributes and specialty.

I can provide a sense of integrity, perseverance, resourcefulness backed by a firm sense of discipline regardless of the task ahead. I assure full completion of any workload, task presented.

1. Create one line that is descriptive, aspirational and/or benefit-driven.

I’m not perfect, but I’m progressing.

“Shoot for the moon. Even if you miss, you’ll land among the stars” - Les Brown

Core Values

| Authenticity | Morality | Justice |
| --- | --- | --- |
| Success | Family | Philanthropy |
| Generosity | Open-mindedness | Connectedness |
| Love | Optimism | Creativity |
| Honesty | Community | Growth |
| Kindness | Ethics | Wisdom |
| Loyalty | Appreciation | Contentment |
| Courage | Happiness | Security |
| Inspiration | Adventure | Service |
| Good deeds | Wealth | Spirituality |
| Warmth | Empathy | Having fun |
| Knowledge | Devotion | Commitment |
| Friendship | Good health | Tolerance |
| Good humor | Freedom | Integrity |

Key Attributes

| Accomplishment | Versatility | Professionalism | Enthusiasm |
| --- | --- | --- | --- |
| Analytical | Accessibility | Receptive | Good attitude |
| Competence | Inventiveness | Economy | Good-natured |
| Creative | Visionary | Strategist | Knowledgeable |
| Dependability | Commitment | Team playing | Organization |
| Eagerness | Accountability | Eloquence | Speed |
| Extroversion | Assertiveness | Honesty | Reliability |
| Follow through | Competitiveness | Perspective | Skill |
| Hopefulness | Decisiveness | Intelligence | Strength |
| Loyalty | Initiative | Integrity | Thoughtfulness |
| Patience | Efficiency | Ambition | Responsiveness |
| Quick thinking | Flexibility | Cheerfulness | Even-handedness |
| Responsibility | Good listener | Cooperation | Good communicator |
| Smarts | Interest | Dedication | Energy |
| Structure | Motivation | Determination | Risk-taking |

# **Submission**

**Upload into Canvas by the end of the day.**