

Professional Practice III assessment template

Branded bio

Name:

Student number:

Criterion	Sub-criterion	Marks	Maximum
The branded bio is well-written.	*The branded bio is no more than 12 lines long.		4
	*The language used is correct. There are no spelling or grammar errors.		8
	The quality of the writing makes it easy to read. The sentence lengths are appropriate. There are no unnecessary words. There is no jargon or unnecessarily complicated language.		8
The branded bio clearly includes the person's	strengths and skills (what are they good at)		8
	values and motivation (what is important to them)		8
	passions (what they enjoy doing)		8
	purpose (what they want to achieve)		8
The person's previous experience is included in a meaningful way.	The strengths, values, motivation, passions and purpose are demonstrated by previous activities and achievements.		8
	Previous activities and achievements are linked to the person's strengths, values, passions and purpose, and not just included for their own sake.		8
The branded bio is effective.	The branded bio is specific to this person, i.e. it differentiates them from others rather than being vague and general.		8
	The branded bio is authentic. It shows what the person is really like. (It does not contain elements from the example branded bios provided, for example.)		8
	The branded bio is a story, rather than a list of facts.		8
	The branded bio is memorable. If you were an employer in the relevant area, you would want to meet this person.		8
			8
Total			100

Strong points:

Possible improvements: