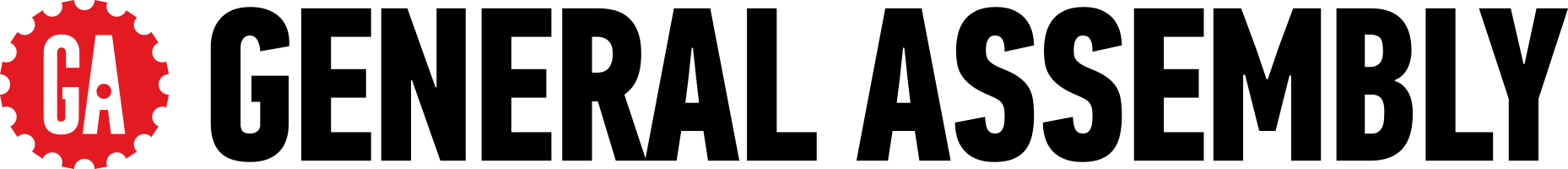
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**Outcomes**

**Personal Brand**

**Self-Reflection**

In order to have an impactful personal brand, you have to cultivate self-knowledge and be able to clearly articulate your career journey, skills, achievements, unique value, passions and motivators, and career goals. Use these self reflections to cultivate that self-knowledge. Refer back to these self reflections throughout the course as you hone your personal brand, craft your resume, LinkedIn profile, and portfolio website, and when you prepare for networking and interviewing opportunities. Answer these questions honestly and freely, without reservation. These are to help you gain insight into your professional profile, and for you to access and reflect on throughout the course.

**Your Career Journey**

Your professional story should outline your career journey. You don’t have to detail each role that you’ve had, especially if you’re a mid career professional. Stick to career highlights, and details that inspired, informed, and motivated you to study at GA and begin your new career.

* What first sparked your interest in your desired field?
* What events inspired your career journey?
* Why did you switch roles previously? What motivated you to make changes when you did (framed in a positive way)?
* What did you gain from each of your previous roles? How did your previous roles help prepare you for your future desired role?
* How have your career interests evolved and changed over time? What inspired them to evolve?
* What led you to this point in your career as a GA student, and your interest in your desired role?

**Skills**

List as many skills as you can. Then order each skills, placing your strongest skills first. Later, when you work on your resume and LinkedIn profile, you will be able to access this information and pare the list down to make it more impactful.

* What are your greatest industry-specific, technical skills (often called hard skills)?
* What are your greatest transferable skills (skills that are relevant across industries and roles, like communication, problem solving, leadership, etc.)?
* How would your supervisors describe you?
* How would your colleagues describe you?

**Achievements**

Reflect on your skills and achievements. Think about the results that you’ve achieved and the impact that you’ve had in prior roles. Write down as many achievements as you can. Then, list them in order with your greatest achievement first. Support each achievement with specific, measurable data, where possible.

* What are your greatest professional accomplishments? What results did you achieve? For whom?
* What was the ultimate impact of each of these achievements?
* What data do you have to support each of your achievements.

**Unique Value**

Reflect on your unique value. Your unique value highlights the things that you can easily and skillfully do that others cannot. Remember to answer these questions freely, without reservation. Later, you can revisit and revise. These questions should be used to spark ideas and give you insight.

* What type of help do people turn to you for, personally and professionally?
* What skills and aspects of your career are you most confident about?
* What do you do better than most people, both personally and professionally?
* What sets you apart from your peers?
* What problems do you solve?
* What do you like to do? What do you like to do that others do not?

**Your Passions and Motivators**

Record your passions and motivators. Your passions and motivators highlight why you are inspired to do the work that you do, and why you are motivated to do this work well.

* Why are you interested in working in your desired field?
* What about your desired role and industry are you most passionate about?
* Why do you do what you do?
* What motivates you to do great work?
* What are your professional values? Aim to list at least four core values.

**Career Goals**

Note your immediate, short-term, and long-term career goals. Your long-term goals aren’t necessarily something that you would share with your future contacts during networking or while interviewing, especially if they aren’t directly related to the roles that you would be interviewing for (i.e. in five years you would like to work for another company or for yourself, etc.). You should, however, think about your long-term career goals to gain self-knowledge, and reflect on how your current and long-term career goals align.

What roles would you like to apply and interview for in the immediate future?

* How do your skills and interests align with these desired role?
* What are your short-term career goals? What would you like to be doing in 1-2 years? (Answer as honestly and freely as you would like in your own reflections. Note, however, that when talking with prospective employers make an effort to align your short term career goals to the work that they do and the role that you are interviewing for.)
* What are your long-term goals (5+ years)?