**MARGARETH FELICIA’S PERSONAL BRANDING**

**Passion**

* I am most passionate about...
* My work inspires me in the following way...
* If I could live my passion, I would....

I’m extremely passionate about **trying new things** and using my knowledge to help those around me. I’m an ardent student when it comes to cooking. I love food since one can appreciate more than the final outcome. The colour of the Indian spices. The zesty smell of oranges. The multiple ways to poach a simple egg. Not to mention how the mere sound of Nasi Goreng sounds good right just about any time. I might not be the best cook, but I do want happiness to radiate around me and sometimes because of me. So, when people come to my restaurant, I want nothing but the satisfied sigh meeting their ravenous eyes. A fleeting moment to escape their modern worries.

**Values**

* What do I value the most about myself?
* What do people value the most about me? (Ask colleagues, friends,

& family)

* What three things do I cherish the most in life?
* My values are a fit with my career in the following way....
* My values are misaligned with my career in the following way....

Most people would say being stubborn is a flaw. In my opinion, being hard headed has opened a lot of doors and experience for me. Without it, I wouldn’t understand the true meaning of perseverance and tenacity; and just about how much grit needed to chase something.

Contrary to my mulish attitude, my friends would say the best thing about me is my sensitive heart; my thoughtfulness. I think ahead and I genuinely care, even if it’s not affecting me in any way. If I am passionate, I do not do things half-heartedly. Also, I’m willing to learn. I remember the time I still had my iPhone charger intact—No damages for three years!

3 things I cherish most in life would be time, Pinterest, and theme parks. Some say that time is humanity’s greatest enemy, but for me, limited time is what makes moments even more beautiful. It’s because time never lasts that we hold on tightly. It’s because that bowl of Udon won’t last forever, that people savour. Pinterest is an ethereal platform for those that loves all-embracing ideas as well as organizing them into different sections; be it food, architecture, sketches, makeup. Lastly, theme parks represent my idyllic childhood. My earliest memory is having my sister dancing next to me in Disneyland after ice cream. I want to hold on to that forever.

My value fits with my career because being a restaurant owner involves appreciating and mastering the art of being considerate. I do not eat to live, I live to eat. However, by being too careful with everything, I might be misguided and side-tracked easily: I try to satisfy everyone and may be indecisive sometimes. Being a restaurant owner takes risks without looking down. Sometimes, I look down.

**Skills**

* My three greatest strengths are...
* My three greatest areas of development are....(how are you

addressing them?)

3 of my greatest strengths would be being observant, excellent communicator, and enthusiastic. I believe that in this life, each tiny detail matters. There is no irrelevant action and each of them may work behind the scene for a bigger picture. Thus, I am always alert and curious. Another strength of mine is being bubbly. My personality will act like fresh lemonade after a long run. I’m excited about literally anything and my energetic behaviour is contagious. I promise. My lively attitude simply reminds every one of their motivation and passions. Lastly, I am never afraid to meet new people and create more friends in a new environment. I love being around crowds and talking about different kinds of topics or interests. I enjoy both small and deep talks. And it always seem natural and unforced.

3 areas I can work on is my multitasking skills, dealing with my emotions, and focusing. I find it hard to multitask and they’ll end up being a 50% effort work instead of a 100%. I prefer to do things one at a time, and this could lead to a slow working pace. Also, I need to be able to manage my priorities. I tend to always try to satisfy all of my team member’s needs. However, sometimes that might cost me my health or I simply can’t be able to decision make from being too indecisive. Thus, by managing my priorities, sorting them out in paper, I would be able to understand which ideas is the best for the company and which should be kept for later. It’s also good to take a break as I want to get everything done at once.

* The most significant impact I have had on a person is....
* The most significant impact I have had on a team is....
* The most significant impact I have had on an organization is....

The most significant impact I have had on a person would be my grandmother. We became close due to our similar predicament with scoliosis. Then, when the doctors had asked us to swim more often to reduce the slanting degree, she told me she couldn’t swim. Me, being a swimmer ever since I was 5, I taught her how alongside my grandpa. Then, our close friends and family started to join our private class. Soon, we would have 3x meetings in a week. I started to teach a class for those having scoliosis but is unable to swim.

The most significant impact I have had on a team is being vice president in my Publication Design club. I voice out different lifestyles and cultures from different countries to the very first online newsletter in my school, Bina Bangsa. Each week during meetings, I’d have to lead the team in creating different articles with unique topics: Korea’s Bulgogi, Jokowi’s Elections, etc. This of course includes the latest news in the school—Awards, Sport winners, etc. I’d have to proofread and select which article is the best articulated. However, if some members is suffering from a writer’s block and I wasn’t, then I’d take over and write.

The most significant impact I have had on an organization would be Sayap Ilmu or TedX. Both I joined during the 2019 school year. For Sayap Ilmu, I couldn’t be able to make their Labuan Bajo, Flores trip where the group donated books (comic, novel, etc.) for underprivileged children in their village. There, they provide and teach quality education to them. I was in charge of the social media advertising and inputting 800 books into the database from the start to the end of the year. Despite not being able to join the trip, I felt glad to have a part in the kids journey.

In Tedx, I joined the sponsorship program where my role is to find organizations or businesses willing to speak and sponsor in Tedx Youth SPH’s theme that year which is ‘BREAK THE ICE’. 6 speakers from different business sectors or industries will share to the audience the controversy or what’s not told; break the ice. I have emailed 15 different people to join in on the sponsorship and to be speakers.

**Goals**

* My short term goal is....
* My long term goal is....
* My reason for seeking a(an) [specific degree] now is....

Without the [degree], it will be nearly impossible to achieve my long term goal because.....

My short term goal would be to get the best student award for math and business. My long term goal would be to open my own restaurant. Then when it’s successful, I’ll branch out to new businesses. My reason for seeking a business administration or management degree and perhaps a communication or advertising minor is to understand the fundamental and the strategy. Methods, tricks to sustain a successful business. Without the degree, it will be nearly impossible to achieve my long term goal because I wouldn’t have built the right connections and have nothing (knowledge) to refer back to when starting a business. Without experience, I wouldn’t be able to be successful. Especially with the emergence of competition in the food business.

**List Your Brand Themes & Examples to Back Them Up**

|  |  |
| --- | --- |
| Personal Brand Themes | Evidence of themes in your personal, academic and professional life |
| 1) Multiskilled  page4image36255808 | page4image36316928I am not limited to one interest, but a handful of them. I am not simply a girl who loves to write short stories, I am also a movie person. I enjoy discussing the best piano pieces in 2019 and also love talking about the latest alternative rock band in my school’s radio club. I do not only love to cook and eat, but I swim as a hobby. I am not limited to swimming as I rock climb and run in the weekends. I love travelling but I could never leave Indonesia without making a few changes—eliminating poverty. I volunteer for pets as well as kids. I join seminars about restoring Kota Tua as well as TedX. |
| 2) Willing to Learn | I am self-taught painter and sketch artist. I spend my evenings painting all sorts of painting type—oil, water, portraits, and trying to learn Fresco. I visit my grandmother’s house regularly and participated in different cooking workshops from the age of 14 to learn the different methods of numerous cuisine. During the summer, I tried to adopt 2 languages (French and Japanese) by practicing in Dualingo. During the winter of my first secondary year, I went abroad to Beijing to have Chinese study lessons. I am excited to learn new things everywhere and whenever. |
| page4image362731523) Out of the box | I have used my downfalls as a starting point to create and innovate. I’ve been diagnosed as having a 22 degree scoliosis. My grandma was worse. With this, I created a swimming class in my local swimming pool where close friends and family or other members with similar disabilities to swim together. This is an example of many ‘small’ things I could do to make the community a better place. |
| 4) Challenge-oneself  page4image36312512 | Not only that, I have participated and created different challenges for myself to grow. For example, 30-days-writing-challenge, where I write short fictional stories about anything for 30 days straight. I joined that to hone my narrative skills. Then, I did the 10-day-recipes-challenge, made by my cooking teacher so I won’t be idle during the holidays. I’d make 10 different dishes myself, prepare ingredients myself, and would log it in a recipe log or book. Lastly, I did 10-day-art-challenge. Like the name, I’d create different arts with different prompts. I’d sketch, paint, dot, etc. |
| 5) Active Leader In Faith ?  page4image36267776 | I never liked sitting still. I’d jump, run around, etc. Diagnosed with mild ADHD, I’m always going to be moving. In school or outside of school, I like to stay active so I won’t sit still. Without work, I’d be lost. Thus, I joined the student council to keep busy. I interviewed for the ministry division since sometimes I would prioritise work above faith, which is something I would like to work on. Ergo, I joined Deeper Student Council, where our mission is to represent as God’s servants for the student body. We are responsible for events and the chapel services. Also, I was the altar-server for 4 years and counting for my Catholic church. I needed to pass the exam where we studied for 6 months (initiation) before passing the test to be the altar servers. |
| 6) Problem-Fixer | Once I find a problem, I do not replace it with a new object. In fact, I fix it with a better solution. Indonesia is one of the most polluted countries in the world. In my old school, I joined Go Green Club and created a Go Green Week, where I created 5 events for the school to participate in (700 students making a difference). Then, if I see a problem in myself (grades, attitude), I’d do above and beyond to fix it. Sociology was once my worst subjects (D), but then I contacted my friend’s cousin who is a senior and heard he had gotten an A. Thus started our tutoring sessions every Sunday until the exam. I ended up getting an A\*. My books and notes are given to a student below my grade so that she could follow my footsteps. |

ART

WRITING

PIANO

SWIMMING

TEDX

SAYAP ILMU

KOTA TUA

PUBLICATION DESIGN

RADIO CLUB

SOCIOLOGY

STUDENT COUNCIL

GO GREEN CLUB

**It’s now your turn to create your personal brand statement by completing the table below.**

|  |  |  |
| --- | --- | --- |
| **Components** | **Description** | **Your Answers Here** |
| Who You Are | Your character, passion & values  page6image36093952 | I’m multi-skilled and out-of-the-box, who loves to be active in different situations and is not limited to a single interest. I aim to leave a positive impact in the lives of others. |
| What You’ve Done | Your experiences, strengths and track record | I’ve participated and created numerous activities or clubs ranging from private swimming classes, student council, TEDx, won a national sociology award to interning in a marketing consultant office. |
| Where You’re Going | page6image36152320  Your vision & goals for the future | My goal is to build a business that share or create happiness to the world through food. |

Summarize these three components into a statement that captures your personal brand. Insert your personal brand statement here:

A multiskilled and out-of-the-box risktaker who loves to keep busy and plans to open a restaurant, but also a volunteering enthusiast who is not limited to one interest.

Noww.. to continue the exercise, I want you to do the following ya:

Identify 7 characters and/or skillsets that support your personal brand. My take are the below, but feel free to change things around if you feel differently.

1. Out of the box / creative

2. Contagiously energetic/enthusiastic

3. Stubborn

4. Challenge-seeker / willing to learn

5. Sensitive heart

6. Excellent communicator

7. Observant

Your most important values. Feel free to change if you feel differently.

1. Time

2. Helping others / unselfish

3. Put God first

And thenn... please match the below interesting facts/examples about you to the above skillsets/characters and/or values. Like which one belong to where:

1. Mild ADHD HAHA

2. Scoliosis story

3. Restaurant and foodie

4. Self-taught painter

5. Pinterest --- pls elaborate [any personal experience?]

6. Themeparks --- pls elaborate [any personal experience?]

7. What else? Now look at your CV and try to remember as many "unique experiences" (funny, sad, deep, achievements, setbacks) from all the activities you listed there

Finally, let's talk diversity. How do you think you are different? (Just list); think beyond culture and ethnicity please. It can be in terms of ideas, experiences, values, perspectives, habits, hobbies (and unusual ones), way of thinking, etc.

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1. Mild ADHD HAHA  energetic, enthusiastic, time

2. Scoliosis story  out of the box, helping others with similar drawbacks, sensitive heart

3. Restaurant and foodie challenge seeker, stubborn

4. Self-taught painter challenge seeker, observant

5. Pinterest --- pls elaborate [any personal experience?] I simply plan out my future; be it restaurants to try, restaurant ideas, home décor, or exercises to help me improve to create a healthy lifestyle. Pinterest is a great way to sort out who you truly want to be.

6. Themeparks --- pls elaborate [any personal experience?] I remember that it’s important to play hard as well as work hard. It’s all about balance. Like technology. It’s helpful, but if one plays too much of it there’s cancer, car crash, etc. It’s important for me to simply be present with my friends or HEY our self to really be thankful of the little and fun creations such as theme parks.

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