Alyssa Smith

**Step 1.** Self-analysis: Do a strengths / weaknesses analysis of yourself. What are the attributes / characteristics that make you distinctive from your colleagues or competitors? What is your strong suit? What needs improvement? This will help you understand what you must focus on in the future.

I would describe myself as someone who is very passionate, determined, and head-strong. When I set my heart onto something, I go into it with full force. I dedicate myself to that very thing or activity with much love, time and effort. I push myself to excel in it no matter what obstacles may come my way. With this also comes my biggest weakness, my need for perfection. Whether it is school, work , or extracurriculars, I am very particular about how I want things to appear. There is no point in putting your all into something, if it is going to come out anything less than perfect. I obsess over the delivery and presentation of things too much. This has its advantages and disadvantages. I never put anything out into the world that is less than perfect.

**Step 2.** External analysis: Talk to your family and friends. What do they say about you? What do they say is your greatest and clearest strength? Your best personal trait? Your weaknesses?

My mother and best friends all say that my biggest strength is my determination. My mother likes to call me her little go-getter. Because no matter the circumstance, no matter the setting, I always give 100% at succeeding. When I asked about my biggest weakness, my friends and family responded that I can be really hard on myself when things don't live up to my expectations.

**Step 3.** Is there congruence between your self-analysis and the external analysis? If so, you’re lucky. If not, why not? What direction is the incongruence? How would you reposition yourself? Remember it does not matter what you think of yourself. Other people’s perception of you is the reality. While what your friends and family say may not be completely true, that perception is how the world sees you.

Overall, my self analysis and external analysis were very similar, which came as no surprise to me. I am someone who often puts myself in situations where I know I will succeed and doesnt turn away from a challenge when presented with one. I think you are only your best self when you are aware of your strengths and weaknesses, which is something that I try to make myself aware of at all times.

**Step 4.** Based on the analyses above, what is the “feature-benefit” model that you offer. Every feature a product offers yields an identifiable and distinguishable benefit for their customer or client. Car companies don’t sell 60” back seats; they sell that the car can seat four people comfortably. A dominant feature of Nordstrom is the personalized service but the customer benefit is a feeling of being accorded individualized attention.

Based on the analyses above, my “feature-benefit” model would be my determination. My determination is how I am able to strive in the most difficult of situations. It's the foundation of my very essence. Because of that, I will always put 110 percent of my effort into anything that I do, for any task that I am responsible for completing, and I will not give up without knowing that I have done everything I can to achieve success and perform my absolute best.