Task C: Personal Brand/ Career Core Interests worksheet

COMM 3700

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| **Your name**:  Mohammad Al Jokhadar |

Your personal brand is what people perceive when they think about you. It is your job to be mindful of your strengths and what makes you authentic and to find ways to let that show through.

**YouTube Video: 5 Steps to Building a Personal Brand You Feel Good About**

<https://www.youtube.com/watch?v=ozMCb0wOnMU>

## 1. What do you value?

Your values are the things that you believe are important in the way you live and work. They (should) determine your priorities, and, deep down, they're probably the measures you use to tell if your life is turning out the way you want it to. For a list of values go here: <https://www.mindtools.com/a5eygum/what-are-your-values>

## Stability

## Strength

## Empathy

## Intuition

## Discipline

## Self Control

## Creativity

## Resourcefulness

## Loyalty

## Honesty

## 2. What are your strengths? Think about the strengths that were listed when you took the personality test. (<https://www.16personalities.com/>)

Charisma, Empathy, Idealism, Leadership , Philanthropy , Intuition and Communication.

**Strengths:**

**Charismatic Leader**

Your natural charm and vision inspire others to follow your lead.

**Empathetic Communicator**

You excel at understanding and addressing the needs of colleagues and clients.

**Visionary Planner**

Your ability to see the big picture helps you create innovative strategies.

**People-Oriented**

You have a knack for finding solutions that benefit everyone involved.

**Self-Improver**

You’re always striving to be the best version of yourself.

**Emotionally Intelligent**

Your deep understanding of emotions aids in personal growth.

**Inspiring**

Your actions and attitudes positively influence those around you.

**Adaptable**

You’re willing to change and grow when you see room for improvement.

**Intuitive Empath**

You have an uncanny ability to understand others’ feelings and needs.

**Loyal Supporter**

Your unwavering commitment makes you a dependable friend and partner.

**Inspiring**

You naturally encourage others to become their best selves.

**Conflict Resolver**

Your diplomatic skills help maintain harmony in relationships.

**Weaknesses:**

**Self-Sacrificing**

Your tendency to put others first can lead to burnout and resentment.

**Criticism-Sensitive**

Negative feedback may affect your confidence and productivity more than you’d like.

**Overly Idealistic**

Your high standards might clash with practical limitations in the workplace.

**People-Pleaser**

Your eagerness to help can result in taking on more than you can handle.

**Perfectionist**

Your high standards for yourself can lead to unnecessary stress.

**Neglecting Self-Care**

You often put others’ needs before your own well-being.

**Overextended**

Your desire to help everyone can spread you too thin.

**Self-Critical**

You may struggle to embrace your imperfections as part of growth.

**Idealizing Others**

You might overlook flaws in others, leading to disappointment later.

**Boundary Issues**

Your giving nature can sometimes blur the lines of healthy relationships.

**Conflict-Avoidant**

Your discomfort with confrontation may leave issues unresolved.

**Emotional Absorption**

You tend to take on others’ emotional burdens as your own.

## 3. Upon graduation, what will be your top technical skills?

Penetration Testing, Python development, Network Infrastructure, mobile penetration testing and Wireless/Bluetooth penetration testing.

## 4. What are your career core interests?

| **Core Interests** | | |  | **Foundations** |
| --- | --- | --- | --- | --- |
| Acting/Theatre | Non-Profit | **Entrepreneurship** |  | **Accomplishing Goals** |
| Action Sports | Numbers | Government |  | Building Things |
| Art | Philosophy-Religion | **Journalism** |  | **Learning** |
| **Business** | **Technology** | Law |  | Teaching |
| Environment | TV | Medicine |  | **Being Creative** |
| Fashion | Travel | Politics |  | **Communicating** |
| Film | **Writing** | Radio |  | **Problem Solving** |
| Food | **Design** | Science |  | Working Independently |
| Music | Education | Sports |  | Physically Active |
|  | Engineering |  |  | **Helping People** |
|  |  |  |  | Supporting a Cause |
|  |  |  |  | **Working with Others** |

Source: Roadtrip Nation. (2015). Roadmap. San Francisco: Chronicle Books.

## 5. What types of jobs are found at the intersection of your core interest and foundation? (use the information that you identified in the previous question)

| **Core Interest** | **Core Interest** | **Foundation** | **What do you think of? (company, job, industry)** |
| --- | --- | --- | --- |
| **Entrepreneurship** | **Technology** | **Accomplishing Goals** | My current project, OpenCorporation |
| **Writing** | **Journalism** | **Being Creative** | Creative Writing involving Tech-related topics, and how they apply to concepts from our lives |
| **Design** | **Business** | **Problem Solving** | Being a Cybersecurity Architect for an organization or free-lance! |

## 6. Who is your target audience?

Who can most benefit from your talents?

How do you see yourself helping them?

I believe that my target audience is technically-based and non-technical individuals. The language I should choose to communicate with the audience should be clear, concise and as non-technical as possible. I see that Intuition, Creativity and the dedication to Accomplishing Goals would be most beneficial to the audience, as it plants a seed of hope in the audience’s minds. It is a hope that we can accomplish what we came to accomplish by giving our causes their due diligence and effort.

## 7. Creating your personal mission statement:

1. What problem should you be solving? (Tech skill shortage, productivity, fit, reliability, willingness to…, client relations, business analyst)  
     
   Tech skill shortage, productivity and the willingness to see the situation from a neutral or as-neutral-as-possible way to find the adequate solution.
2. Which type of organization should you be working with? (Size, profit/non-profit, Corporation? Start-up, self-employed)  
     
   I see myself working in a small-to-medium-sized startup, that is built on fairness, equality and philanthropy.
3. Which type of (entry) work? (Creative, maintaining or analytical)  
     
   I see it as being a combination of creative and analytical efforts.
4. Which type of product? (Industry, country, technology, future trends)

I see it as a technology-based organization, specializing in the Blockchain and working on new and innovative ways to provide the audience with a realization of future trends.

1. What is the best way for you to find these types of career opportunities?

Make them happen myself !

## 4. Creating your Networking Action Plan:

1. What is the next thing you will do to promote yourself?   
     
   Work on my portfolio, and work on my time-management and task maintenance
2. When will you do it?

Right now! I need to work on a daily Python and Penetration Testing habit, where I would practice Penetration Testing and write Python programs every day. I need to learn more about topics involving my project involving Artificial Intelligence, NixOS, Kubernetes, Python and Git.