

Outcomes Student Action Plan

What Is My Brand?

Student Name

Graduation Date

Program

Website

Email

Cell Phone

Home Phone

Steps to develop a great brand architecture

1. Look at recurring themes that have defined you as an individual and professional.
2. Identify those themes that you have done consistently and effectively through your career and your life.
3. Identify many things. Fill the page. Refer to your self-assessment. Discuss who you are with family, friends, and peers.
4. Choose only the top five themes you can defend with examples. Put everything else on the backburner. These five themes represent your differentiators.
5. Be honest and authentic. You should be able to comfortably and confidently feel good about these themes. If any of them do not sit well with you then you should remove the theme and look at your backburner for others that might tell your story better.
6. Build a statement that strings these main themes together concisely, powerfully and effectively.
7. Practice and wordsmith your statement to communicate your most authentic self that tells your story, highlights your strengths, and embodies who you are as a person and professional.

What's holding up your roof?

Roof

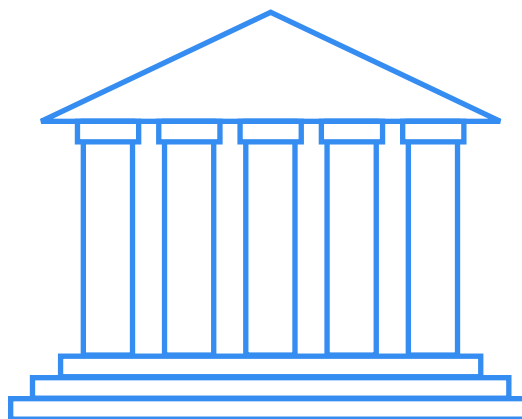
Brand statement

Pillars

Key differentiators

Foundation

Technical skills



Self-assessment

It starts with your brand statement that, in many ways, is like your thesis statement. The content of your resume is the supporting documentation that clearly proves this value proposition. Your statement should communicate your most authentic self. It tells your story, highlights your strengths, and embodies who you are as a person and professional. Your brand statement sets the tone for your entire resume and begins the professional story you would like to tell.

What are your perceived strengths? Things that you can do well	
What are your work-related values? Things that are important to you	
What are your interests? Things that you enjoy doing professionally & personally	
What is your preferred environment?	
What is your personality type? Individual traits, needs & attitudes	
What are your perceived weaknesses?	
What are your developmental needs?	
What are your realities and/or self-truths? Geographical requirements, personal limitations, etc.	
What is your proudest achievement?	
What are your personal attributes? Loyalty, enthusiasm, etc. List at least ten.	
Do you have a mentor? What are their attributes?	



Developing your brand

Your brand is your value proposition. Before writing your resume, it is important to understand who you are as a professional in your chosen field. It is what makes you uniquely qualified over candidates who are just merely qualified based solely on hard skills. This is what makes you different than any other candidates and allows you to stand out from the crowd. These are differentiators when coupled with your hard skills translate into employable skills that define you as a professional. With this in mind, answer the following questions:

What do you do?

What problem do you solve?

How are you different?

Why should employers care?

Define your value proposition

I am...	
Someone who...	
Because...	
Which results in...	



Own it!

What is your brand statement? Think of this like your personal thesis statement that will be proven by all the supporting materials and information you will provide. (e.g. resume, cover letter, portfolio, etc.)

A large, empty light blue rectangular box intended for the user to write their brand statement.