Task C: Personal Brand/ Career Core Interests worksheet

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| **Your name**: Kyle Walker |

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>

Personally, I believe honesty and fairness are the things I value the most. Both in myself and others.

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

Emotional intelligence and compassion are definitely some of my personal strengths and are reflected in the Myers Briggs personality test as well (INFP).

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

I’m aiming to be proficient at understanding network topologies and having a full understanding of all the inner workings of Active Directory and it’s Linux counterparts.

## 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)** |
| --- | --- | --- | --- |
| Technology | Non-Profit | Problem Solving | Open-Source Linux SysAdmin |
| Technology | Business | Communicating | IT Consultant |
| Music | Technology | Building Things | Digital Music Producer |

## 6. Who is your target audience?

Who can most benefit from your talents?

How do you see yourself helping them?

I imagine small businesses with a need for network infrastructure and directory management having little knowledge of how to build and maintain these systems will need my services the most. I see myself analyzing their businesses needs and workloads and helping build a network or system that works for them specifically.

## 7. Creating your personal mission statement:

1. What problem should you be solving? Specifically, I see a problem with reliability and eagerness to help. There seems to be some jadedness in the systems administration role, but I genuinely enjoy helping people.
2. Which type of organization should you be working with? Ideally, I think I would work better in small business or possibly a non-profit organization.
3. Which type of (entry) work? My line of work would usually be maintaining, but it’s very possible that I would be required to design and build the directories myself. Starting out however, I would most certainly have an entry-level position either maintaining a network or directory subsystem.
4. Which type of product? Always a technology product. More than likely Active Directory as it is the most used in small to medium corporations/businesses.
5. What is the best way for you to find these types of career opportunities? I have already made some contacts in the IT field about entry-level positions that fit my criteria, otherwise online job boards like Indeed or some searching on LinkedIn are always welcome substitutes to real-world networking.

## 4. Creating your Networking Action Plan:

1. What is the next thing you will do to promote yourself? Definitely the upcoming job fair in October. I’ve had success networking myself already, so now that I am in my last year of the program, I think the opportunities will be more open to me.
2. ~~When will you do it?~~