

## OUTCOMES STUDENT ROADMAP & ACTION PLAN: WHAT IS MY BRAND?



Student Name:

Program:

Street Address:

City/State/Zip:

Email:

Home Phone:

Graduation Date:

Website:

Cell Phone:

### STUDENT SNAPSHOT

What brought you to GA?

What is your education background?

What is your professional background?

What do you consider to be your ideal job?

Will you be actively participating in your job search upon graduation?

☐

Yes.

☐

No. Please explain.

What is your desired employment in your field of study?

☐

Full-Time

☐

Part-Time

☐

Contract/Freelance

## SELF-ASSESSMENT

<b>What are your perceived strengths?</b> (Things that you can do well, specific aptitudes that include hard and soft skills e.g. listening, team work, problem-solving)	*List at least 10.
<b>What are your work-related values?</b> (Things that are important to you)	*There are two types of values: intrinsic and extrinsic. Intrinsic values are related to the work itself and what it contributes to society. Extrinsic values include external features, such as physical setting and earning potential.
<b>What are your interests?</b> (Things you enjoy doing professionally & personally)	
<b>What is your preferred environment?</b>	
<b>What is your personality type?</b> (Individual traits, motivational drives, needs and attitudes)	*If you have taken a personality assessment (e.g. Myers-Briggs) it would be good to refer to the results. Consider taking an assessment if you have never done so.
<b>What are your perceived weaknesses?</b>	
<b>What are your developmental needs?</b>	
<b>What are your realities and/or self-truths?</b> (e.g. geographical requirements, personal limitations, etc.)	
<b>What is your proudest achievement?</b>	
<b>What are your personal attributes?</b> (e.g. loyalty, enthusiasm, dedication, sense of humor, etc.)	*List at least 10.
<b>Do you have a mentor? If so, what are their attributes?</b>	*List at least 10.

## 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?

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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.)

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## SETTING GOALS & CREATING A PLAN

Now that you've written your brand statement and understand and believe your value proposition, it's time to start setting goals. Consider using the SMART mnemonic:

S	Specific/Significant
M	Measureable/Meaningful
A	Attainable/Action-Oriented
R	Relevant/Rewarding
T	Time-bound/Trackable

**Long-Term Goals:** Start with setting your long-term goal(s). What would you like to achieve in your career, what level would you like to reach?

What is your goal?	How will you do it?	Why is it important?	When will you do it?

**Short-Term Goals:** Then think about your short-term goal(s). Keeping goals small and incremental allows for greater reward. These goals contribute to achieving your long-term goals.

What is your goal?	How will you do it?	Why is it important?	When will you do it?

What resources do you need?

Who can help you?

### ON-BRAND JOB SEARCH MATERIALS CHECKLIST

Resume

Online Portfolio

Cover Letter Template

Online Profile (e.g. LinkedIn, GA Gallery)

Business Cards

Online Presence (e.g. GitHub, Blog)

### JOB SEARCH & INTERVIEW STRATEGY

What's your story now? Personal narrative.

What areas most interest you?

What organizations are you particularly interested in working for? Why?

Are they hiring? If not, who is hiring?

How are you developing your network?

Are you participating in the community?

What articles have you read recently?

Are you continuing to set SMART goals for yourself? What are they?

## **JOB SEARCH STATUS**

What specific job openings would you like to apply or have already applied to? Make sure to keep track of your applications and their status.

Have you already been interviewing? Where? Make sure to keep track of your interviews and their status.

Are you posted with any online resources? Which ones?

Are you registered with any placement and/or staffing services? Which ones?

Where are you searching for jobs?

What is your desired salary range? Is it realistic? What is the market value?