

# *Personal Brand Workbook*

## ***Welcome to your personal brand experience***

This personal brand experience is your opportunity to learn more about yourself, so you can make decisions and plans that maximize your university experience and chart a course for your career. It will also help you position yourself, so you can reach your goals.

## ***What's your brand?***

In short, it's your reputation. Each interaction you have with others has the opportunity to create a memorable experience, teaching them what they can expect from you. When you're consistent in delivering those experiences, you build a strong reputation. Delivering your brand clearly and consistently across a wide audience helps open doors to opportunities. Your brand becomes your personal calling card—a unique promise of value; a distinct and authentic representation of you. In building your personal brand, you will define your individuality, maximize your strengths and manage your choices now to create future opportunities.

## ***Step up to stand out***

PwC has created a personal brand experience to help you find and showcase your strengths so you can stand out from the crowd. By tapping into your unique skills, talents and passions, you can leap off the pages of your resume and top of mind to your recruiters. Use the activities offered here to take charge of your professional success—stand out while being your best self.

*Good luck and enjoy the journey.*

Your  
Personal  
Brand

Your  
Personal  
Brand

# Define your ***X Factor***

## ***Unleash your super skill***

People with strong brands are clear about who they are. They know and maximize their strengths. Here, we give you the opportunity to uncover and define your skills and strengths. You'll be using a three-step process, Document, Distil and Validate.

### ***Document***

To help guide you through this exercise, answer the questions below:

1. *What are the strengths that others acknowledge in me?*

2. *When working on a team, what roles do I seek to fulfil?*

3. *When faced with an overwhelming obstacle, what are my “go to” skills to overcome it?*

4. *What was the most successful project I ever tackled and what made me successful?*

5. *What was the most important team role I ever fulfilled and why?*

**Distil**

To deeper your introspection, answer the questions below:

1. *What strengths and skills came up over and over again?*

2. *Which are my motivating skills—the skills that excite me?*

3. *What are my burnout skills—the skills I've mastered but would rather not use every day?*

4. *Which strengths and skills are going to be most helpful in achieving my career goals?*

5. *What skills are missing? What skills would I like to build but have not yet had the opportunity to practice?*

Based on your responses to the previous questions, document your top five strengths—your super skills. For example, you might use words like “creative,” “relationship-creator,” or “make the complex simple.” Then, you can start to validate your self-perception with feedback from others.

1.

2.

3.

*you*

4.

5.

### **Validate**

Up to now, the exercise has been focused on your own perceptions. Now, it's time to validate what you documented about yourself. Do others experience your super skills? Would they agree with your assessment? You have a couple of options for completing this part of the process:

#### *Option 1*

Post the following to your Facebook wall: As part of PwC's Personal brand experience, I completed an exercise to help me unearth my strengths. I came up with “Strength 1, strength 2, strength 3.” What do you think are my greatest strengths?

#### *Option 2*

Ask your friends, professors, and others in your brand community (unprompted) what they think sets you apart from others, then compare their responses to your self-assessment. You could do this in person or via email or social media, whichever you think may give you the most honest responses to help you complete your profile. If you choose email or social media, you can also consider setting up a free and anonymous survey using a tool such as Survey Monkey.

## **Conquer your weakest point**

Stress can leave you depleted. It can weaken your immune system, affect your sleep and drain your adrenals while impacting every facet of your life, your relationships and your success. It can also have a negative impact on your personal brand.

Stress is the body's response to a threat or demand such as homework, a test, applying for college, going on an interview, dating, being in an argument, unresolved conflict, lack of sleep, lack of money, a dentist appointment or being late.

One way to help manage your stress is to be clear about the who, what, when, where, why and how of your stress. Once you have figured out some of your stress triggers, you can implement stress-management techniques designed to best address your specific stressors and symptoms.

### **Document**

Some stressors are on-going, chronic and may be predictable. Others are unexpected, potentially life-changing, and often out of your control. Even when you're the person who controls the decision that leads to stress, it may be no less stressful. But with warning, you have some choices about how to react.

Reflect on the last 12 months of your life to answer the questions below.

*What key changes have you experienced in the past 12 months?*

*Please, list them here. For each change, place a check mark next to C if it was in your control and place check mark next to O if it was out of your control (e.g., change in living arrangements, started freshman year of college, loss of financial security, loss of a loved one, etc.).*

1.	<input type="text"/>	<input type="checkbox"/>	C	<input type="checkbox"/>	O
2.	<input type="text"/>	<input type="checkbox"/>	C	<input type="checkbox"/>	O
3.	<input type="text"/>	<input type="checkbox"/>	C	<input type="checkbox"/>	O
4.	<input type="text"/>	<input type="checkbox"/>	C	<input type="checkbox"/>	O
5.	<input type="text"/>	<input type="checkbox"/>	C	<input type="checkbox"/>	O



## **Distil**

What are your stress triggers that are likely to show up repeatedly in your life? Often these are the things within your control, or at the very least, under your influence. Sometimes these are things that fall short of your expectations for yourself and others and sometimes they are violations of your values. Paying close attention to what causes stress will be the first step down the yellow brick road to finding the cure.

1. *Things you do that cause you stress (e.g. late to class, unprepared, overcommitting, people pleasing, money management, conflict management, etc.)*

2. *Things that other people do that annoy you (e.g. being late, gossiping, not pulling their weight, sloppy work, borrowing money, arguing)*

## **Validate**

Taking a proactive approach to either prevent or mitigate those stressors that cause chronic or repeated stress will likely address 80% of the stressors in your everyday life.

Consider these three actions:

1. Talk with friends to share best ideas on stress reduction.
2. Go online to find sites that focus on stress reduction.
3. Check out the stress tips below and select some options you will put to the test now. If they work, you will have lowered your stress. If they don't, try another method.

To eliminate unnecessary stress:

- Set an alarm to prompt you to leave for class/appointments with time to spare.
- Block time on your calendar for the preparation that must be done in advance of a due date or meeting.
- Schedule a 10-15 minute buffer between meetings or classes to allow time for a last minute note, a phone call or closure of an activity to avoid loose ends or a series of unfinished promises to do later.
- Set clear expectations with people in your life who are perpetually late or inconsiderate. Great boundaries make great relationships.
- Commit to things that are in synch with your values.

To build your stress coping reserves:

- Sleep is the best natural rejuvenator for your body, brain and mood. Go to bed earlier in 15 minute increments. The sleep you get before midnight takes advantage of your body's natural cycles for deepest sleep. Add a warm bath or shower before bed and you will sleep more soundly.
- Light and heat impact sleep quality and quantity. Darken and cool your bedroom and turn off your electronics. Blue light from electronics interferes with sleep quality up to two hours after exposure.
- Take a walk and move your body at least 30-60 minutes a day—especially when your day is filled with lots of sitting in class or homework in front of the computer.
- Get fresh air every day. Practice deep breathing. Get in a relaxed sitting or reclining position. Breathe deeply through your nose, filling your lungs to the point that your diaphragm expands. Slowly let the air escape through your mouth. Repeat 10 times.
- Exercise regularly. Joining a class or finding exercise buddies will help provide motivation.
- Take down time, even in the midst of a big project or deadline. Your productivity and concentration flag after about three hours of intense focus. Even a 20 minute break will allow you to come back more alert and focused.
- Eat well and regularly. Junk food has been proven to create brain fog, leaving you in a weakened condition to think and act clearly.

To mitigate stressful interactions that may be on-going:

- Try to meet the expectations of others without a wholesale sacrifice of your own needs is a stressor that can repeat itself over a lifetime. Remember when you say “yes” to something, you’re saying “no” to something else.
- Develop some simple sentences that you can say to buy you some time when under pressure to respond before you are ready. Examples:

*That's a great question that I am going to need some time to think about.*

*What an interesting point of view. It's always good to have different perspectives.*

*Yes, I'm so glad you asked and hope you will again when I can take you up on it.*

*You're just the person I want to talk to as soon as I get free from this project.*

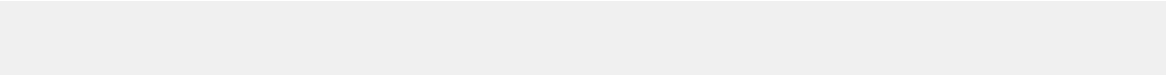
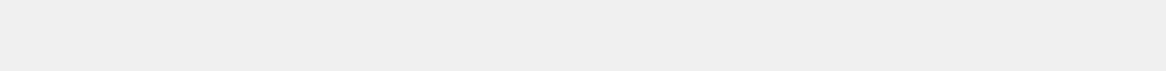
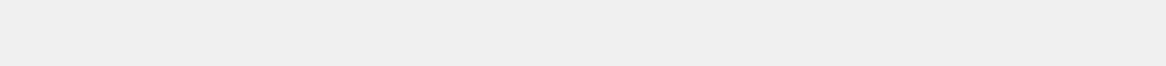
Now add your own...

Create your list here of additional ideas you have learned from your friends here.

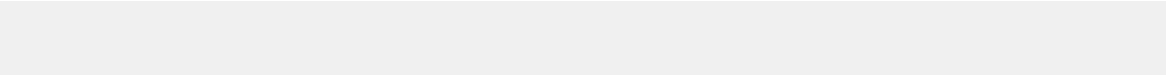
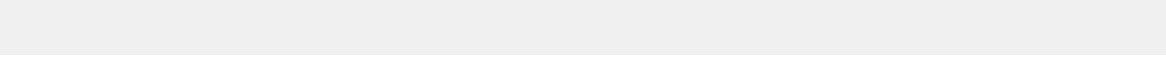
1.

2.

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- 3. 
- 4. 
- 5. 

Make a commitment to yourself. What three stress tips will you test for the next 21 days?  
(Studies indicate it takes 21 consecutive days of practicing a behavior to create a new habit.)

- 1. 
- 2. 
- 3. 

Your  
Personal  
Brand

# Understand your *whY Factor*

Understanding your Y factor is pivotal to designing a career plan that connects with your values, passions and purpose. When you're living in alignment with your values and integrating your passions into what you do, you are excited, engaged and totally unstoppable.

Let's start your opportunity engine now to allow you to align who you are with what you do and how you do it. The following activities will help you to truly differentiate yourself from others because you'll be super charged with your unique promise of value. It's time to focus on your values, passions and clarify your purpose. This will help you develop your own internal road map that points your decision-making in the right direction.

## **Values**

### **What's your "north star?"**

Your values are like your personal compass—they provide direction for your choices and behaviours. In this three-step exercise, you'll work towards identifying, defining, and aligning your values.

#### ***Step 1: Identify your top five values***

- Go through the list of values in the table on the next page and eliminate words that don't resonate with you.
- Go through the list again and place a check mark next to the values that are important to you.
- Go through the short list of values you checked and from that list, pick your top five values.
- Once you've identified your top five values, now rank them.

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*Values*

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Accessibility	Courage	Growth	Prosperity
Accomplishment	Creativity	Health	Punctuality
Accountability	Curiosity	Honesty	Recognition
Accuracy	Dependability	Humour	Relaxation
Adventure	Determination	Imagination	Reliability
Affection	Directness	Impact	Resourcefulness
Affluence	Discipline	Independence	Respect
Altruism	Diversity	Integrity	Security
Ambition	Efficiency	Intelligence	Sensitivity
Assertiveness	Empathy	Justice	Significance
Balance	Enthusiasm	Kindness	Sincerity
Bravery	Excellence	Knowledge	Speed
Calmness	Experience	Leadership	Spirituality
Celebrity	Expertise	Learning	Spontaneity
Challenge	Fairness	Love	Stability
Charity	Faith	Loyalty	Strength
Clarity	Fame	Mindfulness	Success
Comfort	Family	Optimism	Sympathy
Commitment	Fidelity	Originality	Teamwork
Compassion	Flexibility	Passion	Understanding
Completion	Fun	Peace	Vision
Contentment	Generosity	Perfection	Wealth
Control	Grace	Power	Winning

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List your top five values here and rank them:  
You'll complete the rest as part of Steps 2 and 3.

<i>Rank</i>	<i>Value</i>	<i>Definition</i>
<b>#1</b>		
<i>Alignment:</i>	<b>1    2    3</b>	<b>4    5</b>
<b>#2</b>		
<i>Alignment:</i>	<b>1    2    3</b>	<b>4    5</b>
<b>#3</b>		
<i>Alignment:</i>	<b>1    2    3</b>	<b>4    5</b>
<b>#4</b>		
<i>Alignment:</i>	<b>1    2    3</b>	<b>4    5</b>
<b>#5</b>		
<i>Alignment:</i>	<b>1    2    3</b>	<b>4    5</b>

**Step 2: Define your top five values**

The words you selected are important because they mean something specific to you. It's important to be clear about exactly what these words mean to you, as sometimes people have different interpretations of the same word. For example, two people may have selected flexibility. To one, flexibility means the ability to be nimble in work style on a day-to-day basis; to another, flexibility means the interest in adding value to different types of organizations or working on different types of projects.

Since the words you chose resonate with you, you likely have a strong association with a way of describing them that is both personal and powerful to you.

*Write a sentence to each value that defines what the value means to you.*

**Step 3: Align**

Now, perform a quick self-assessment to measure your alignment with these values. For each value, give yourself a score of 1 to 5, where 1 indicates I am really not living this value and 5 indicates I live this value very consistently.

### **Validate**

Select the value that you feel is most out of alignment and most critical to your happiness and success. Focus on this value for the next 21 days. (Remember, studies indicate it takes 21 consecutive days of practicing a behaviour to create a new habit.) Each day, reflect on how you might employ that value in what you are doing. Just the act of having that value present in your mind each day will allow your subconscious to do some of the work for you as you seek new ways to be in alignment.

#### *Tips*

- Write that value on a piece of paper and post it where you can see it.
- Create a screen saver of your top five values with the one you will focus on changing in a different colour.
- Write that value on the top of your to-do list for the next 21 days.



## ***Passions***

What makes you come alive?

### ***Unleashing your passions***

Your passions fuel your actions. When you integrate your passions into what you do, not only are you more engaged, you create a powerhouse of enthusiasm, engagement and inspiration for those around you. In this exercise, you'll have the opportunity to step back and think about your passions, how you can integrate them into what you do and how you can connect them with your career goals.

### ***Document***

Begin by entering your responses to the questions below:

1. *What would I do with my summer if money weren't an issue?*

2. *What are my favourite activities?*

3. *Why did I choose these particular university studies?*

4. *What type of people am I drawn to?*

5. *What volunteer activity do I find compelling?*

**Distil**

Now, take a look at your responses and ask yourself these questions:

1. Was there a connection across responses?

2. Am I connecting my passions with my studies and career goals?

3. How can I pursue a volunteer activity that's in line with my passions?

**Validate**

Make a commitment to create a passion integration plan. Use the space below to document ways you will integrate your passions into your day-to-day activities and connect them with your goals.

Action 1

Action 2

Action 3

## **Purpose**

What is your destination?

### **Exploring your purpose**

Your purpose is your big picture, internal vision of what you would like to achieve. When you combine clear values, engage your passions and take on purpose action, you can follow your personal road map to the destinations you choose.

### **Document**

It is important to visualize your preferred future and really consider what you want to experience and accomplish in your life and the impact it will have on those around you as well as those you may never meet. For those of you who have never been through a guided visualization activity, this may feel a little awkward at first. If so, consider repeating it at a later date when you can experience the greatest benefit. This will work best if you're able to choose a quiet place and time where you will be undisturbed for at least 20 minutes.

Do this exercise when you're with a friend who can read the guided visualization script on the next page. That way, you can relax and immerse yourself in the experience. Now, get comfortable. Turn off your inner cynic and let your imagination run free—barefooted.

### **Guided visualization script:**

*Congratulations!*

*You have graduated and have really begun establishing a life for yourself. (Pause 5 seconds.)*

*In the mail today, you received the invitation to your high school reunion. A lot has happened since you last saw some of your classmates. (Pause 5 seconds.)*

*You stop to reflect on the many changes that have occurred over the past 10 years.*

*It probably feels like a whirlwind. (Pause 10 seconds.)*

*You are mentally and emotionally preparing yourself for the conversations you will have with your classmates and friends. You are eager to share your achievements that gave you the greatest sense of accomplishment. You are eager to share what you're doing now and what you hope to do in the next five years. (Pause 5 seconds.)*

*You are thinking about your first full-time job out of school. (Pause here for 5 seconds.)*

*Were you ready? (Pause for 10 seconds.)*

*Remember getting your own place and realizing all the freedom you had and all the bills that were now yours to pay. (Pause 5 seconds.)*

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*Perhaps you are in a committed relationship. Married? Family? Or maybe you're considering the possibilities. What are you looking forward to sharing about your life? (Pause 15 seconds)*

*What have you learned from negotiating and navigating life, work and the world? (Pause 15 seconds.)*

*What are you doing now? (Pause 10 seconds)*

*Who is in your life? (Pause 10 seconds)*

*What impact are you having on those around you? (Pause 15 seconds)*

*What is next for you that will create the impact you hope to have on your work, life and world? (Pause 15 seconds)*

*When you have finished reflecting, take several deep breaths, open your eyes and stretch. Once you are fully ready, document what you will be saying about the life you are leading and the impacts you aspire to have.*

Capture here your journey back to the future:

You can either document all your thoughts or capture key elements. Write it in first person with an active voice, as though you were telling the story to another person right now. "I am..." "I have..." "I enjoy..." "I will..."

## **Distil**

Capture key ideas and elements

1. *What has been important to you?*

2. *Who is on this journey with you?*

3. *What you are doing that fuels your passion?*

4. *What are you working toward/have accomplished that gives you a sense of purpose?*

5. *Where you are headed next?*

## **Validate**

Look at your responses. Do you see your values, passions and purpose showing up in your visualization?

Use different colour highlighters to help you put all the fuel possible into your opportunity engine. For example, consider highlighting:

Values in blue

Passions in green

Purpose in yellow

Are all the colours represented?

Did you learn anything new that you would add to your values, passions and purpose that are needed to meet your highest aspirations?

## ***Build your brand and make an impact***

Giving back is an outward expression of your values and purpose and an opportunity to demonstrate your super skills. Giving back is good for society, it's empowering and inspiring for you and those you will influence and it's an important part of successful branding! In this exercise, you'll identify the philanthropic options that will be most meaningful to you.

### ***Document***

Clarifying your unique strengths, values, passions and purpose gives you great direction and criteria for what to say "yes" to and what to say "no" to when faced with the many opportunities and requests you will encounter over a lifetime. Let the work you have done to this point in your branding journey be your guide to choosing how you will use your time.

I want to use this giving back opportunity to:

- ... Showcase a strength*
- ... Develop a new skill*
- ... Align with my values*
- ... Employ my passions*
- ... Fulfil my purpose*

### ***Distil***

Use the questions below to help you begin to find a cause that's right for you.

#### ***Skills/Strengths:***

*Which of the super skills you identified would you like to showcase or which skill was missing that you'd like to build?*

#### ***Values:***

*Look at your values. Which cause(s) might connect with those values?*

#### ***Passions:***

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Think about your passions. Think about what type of cause might connect with those passions. What organizations may align with those causes?

**Goals:**

What is your goal for an internship or the job you would like to have when you graduate?

**Purpose:**

What might move you toward your internal vision for the future?

Refer to the two examples below:

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### **Example 1**

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**Skills/strengths:**

Relationship-building, collaboration

**Values:**

Respect, excellence, discipline, caring for others, generosity

**Passions:**

Animals (pets)

**Goals:**

Ideal first job out of school: working with a healthcare organization, working on developing therapies that help people

**Purpose:**

To lead a national initiative that influences the provision of alternative healthcare services to underserved and disadvantaged people

**Potential organizations:**

local non-profit veterinary clinic, dog rescue organisation, non-profit clinic for the homeless

**Potential roles:**

Welcome reception, greeting clients, working as part of a team to make animal issues visible, working across organizations getting them to collaborate

### **Example 2**

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**Skills/strengths:**

Managing people, teaching, coaching

**Values:**

Teamwork, winning, competition, optimism, growth

**Passions:**

Sports, entrepreneurship

**Goals:**

First internship: working for a consulting firm that has high tech start-ups as clients, or working for a start-up

**Purpose:**

To launch a successful business that employs my love of sports and leverages my technical expertise for online delivery and engagement; To deliver team and leadership training services based on sports theory

**Potential organizations:**

School extracurricular sports programs, local small business associations, etc.

**Potential roles:**

Starting a sports organization at school, teaching and coaching students on different projects, managing a small project for an entrepreneurial organization

## **Validate**

Now it's time to act for impact. Commit to at least one action below to get you started on your road to giving.

- Check websites and phone or tablet applications for opportunities based on interests, causes, needs, skills and locations that are in alignment with your values, purpose, passions, potential roles and goals outlined previously.
- Call or visit the organizations that sound like the best fit.
- Volunteer for a day, a project, or a week to gift your service and test the fit with the volunteer opportunity. Even if it turns out not to be the best fit for you, both you and those receiving your service will have benefitted and it will get you one step closer to clarifying what you want to do.
- Check your state and city website for additional opportunities in your area. Many large employers have volunteer programs that can also link you to opportunities that will be a fit for your interests. Do some homework on an employer you'd like to work for and see if they have volunteer opportunities that you can join.



Your  
Personal  
Brand

Eliminate your  
***Zzz Factor***

## ***Be a keeper, not a sleeper***

Personal branding is about standing out while being yourself—your best self. You need to step up to stand out. Let's investigate the ways to help you be a keeper, not a sleeper.

## ***Professional presence***

How will you tell your story? What impact will your presence make before you even say a word? How will you make sure that you're memorable? How will you remain yourself while putting your best foot forward? How will you prepare to pursue the opportunities that align with your road map? What will you do to create a network that will open those doors to allow you to powerfully introduce yourself and stand out during an interview?

Telling your story goes beyond what you say. What you do says a lot about you as well. Remember, first impressions last. Don't let something as small as professional attire or body language block all your roads before you've even said a word.

**Document**

Professional presence—self-reflection profile

Let's assess where you are right now. Choose your response. There is no right or wrong answer.

<b><i>How comfortable are you with ...?</i></b>	<b><i>(1: Not at all 5: Very)</i></b>				
<i>Being yourself in all situations?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Easily and openly expressing your ideas/opinions in a group conversation?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Knowing how to dress appropriately for each setting and event you attend?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Speaking before a group of people?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Making eye contact with people you have just met?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Introducing people in formal settings?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Starting conversations with people you don't know well?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Disagreeing with someone else in a way that doesn't cause conflict or angst?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Apologizing when you're wrong so that the other person accepts it?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Accepting responsibility when your efforts fall short?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b><i>How consistent are you at...?</i></b>	<b><i>(1: Not at all 5: Very)</i></b>				
<i>Following up and delivering on promises?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Being prompt for appointments, deadlines, due dates, class, dinner, meetings?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Doing what you say you will do, when you say you will do it, at the quality to which you commit?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Keeping track of details, calendar events and commitments?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Keeping confidences?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Not repeating, encouraging or engaging in gossip?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Conveying positivity in your interactions?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Entering a room with confidence?</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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***How consistent are you at...?***

***(1: Never 5: All the time)***

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<i>Prepare your thoughts in advance of a discussion?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Practice how you will articulate your thoughts?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Write your goals?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Evaluate your goals?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Seek out a mentor or coach as a sounding board?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Be aware of your body language?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>

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***Do you...?***

***(1: Not at all 5: Absolutely)***

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<i>Have an email address that projects a professional image?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Re-read email before you hit "send?"</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Have a Facebook page that you would show to your prospective employer, clergy or parents?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Have a voicemail greeting that conveys your best self?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Take notes when making commitments, listening in meetings or gathering details?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Have a great handshake?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Have a professional and memorable self-introduction?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
<i>Focus on your grooming and professional appearance?</i>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>

**Distil**

Highlight areas for improvement and focus on necessary changes.

- Select two items that are most in need of improvement and that you believe will have the most impact on your life and opportunities. Write them in column one of the table below.
- Next to them, write a description of how each will be different when you have mastered them.
- Next to that, write three practice opportunities where you will use these throughout the next month.

<i>Improvement item</i>	<i>Description of desired outcome</i>	<i>3 Practice opportunities</i>
		1. .....
		2. .....
		3. .....

**Validate: 30 days result**

	1. .....
	2. .....
	3. .....

**Validate: 30 days result**

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**Validate**

Seek feedback from your feedback/accountability partners (friends or a trusted mentor) as you make your changes.

- Ask two people with whom you interact to be your feedback/accountability partners. Share your two key goal areas and what you intend to do. Ask them to give you feedback throughout the month and/or at the end of the month on what they have observed.
- Write your 30 day results in the table above.
- How did it feel? Did you achieve it?
- If you need to develop further, what help will you seek? From whom? By when?
- Repeat this activity on those items you deem important.

This process can help you achieve your goals throughout your career.

**Boost your interview**

Successful interviewing is built on effective storytelling. You must clearly express your story so that the interviewer can experience the essence of who you are and remember your exceptional promise of value. When you tell your story, you reveal your strengths, values, passions in a way that keeps your interviewer’s interest. Storytelling is one of the most powerful ways to engage others and help them remember what you have told them.

**Document**

*Prepare for your interview*

It is likely that in every interview you will be asked two kinds of questions: fact-based and behaviour-based (see examples below). It’s important to be articulate and to convey to the interviewer that you have been introspective and have adequately prepared for your conversation.

Consider how you will give winning answers to interview questions. Use the four following questions to think through and document how you’ll illustrate your story. These are the types of questions you will likely be asked.

*Fact-based interview questions:*

*What do you know about [potential employer] and why have you chosen to interview with us?*

*What is a typical week for you? What do you do outside of school?*

*Behaviour-based interview questions:*

*Can you give me an example of something you have done that motivated or built enthusiasm in others?*

*Describe a time when your results on a project or task were not up to your professor’s or supervisor’s expectations. What happened? What action did you take?*

### ***Distil***

Check each answer to see if it represents your strengths, values, passions and purpose.

### ***Validate***

Consider setting up a practice session with friends, family or mentors to give you the opportunity to get used to answering these questions and other similar questions. Ask for feedback on how well your stories give insight into who you are.

#### ***Tip 1: First impressions matter***

Your interview starts when you walk in the door. Don't let little things like attire or body language sink your ship before you even open your mouth.

#### ***Tip 2: Storytelling works***

Don't regurgitate facts that are on your resume. Use the power of personal stories to convey the essence of who you are and what's important to you. It's easier to be enthusiastic when you're telling a story versus just restating facts.

#### ***Tip 3: End with an impact***

Make sure you're authentic and memorable.

### **Networking nitrogen**

Strong brands have solid professional networks. Your ability to successfully network is critical to achieving your goals. Regardless of talent, each of us encounters situations where we're faced with challenges that require the help and collaboration of others.

By understanding how to present yourself in a positive light, finding common ground and identifying opportunities to follow-up, you'll have the tools to cultivate mutually beneficial relationships with people who are willing to help you accelerate your ability to reach your goals.

A powerful introduction is an important tool in your arsenal when meeting people. It's critical to making a positive impression, gaining opportunities, and taking advantage of networking opportunities when they appear.

Your introduction, or elevator pitch, together with your body language and demeanour, form the basis for a first impression. Make sure your first impression is memorable and authentic. It will go a long way in building your brand.

#### **Document**

*Key points to include in my elevator pitch are:*

*Some conversation starters I might use are:*

*Topics for comfortable small talk for me are:*



### *Distil*

Use your replies from the previous page to formulate an elevator pitch that conveys the essence of who you are. An example is included below. Notice how it includes one's values, passions and purpose, creating a unique promise of value.

*'My love of reading and my passion for working with young people has inspired me to tutor underprivileged students and seek a degree in elementary education so I can continue helping others improve their literacy and open doors to a better life.'*

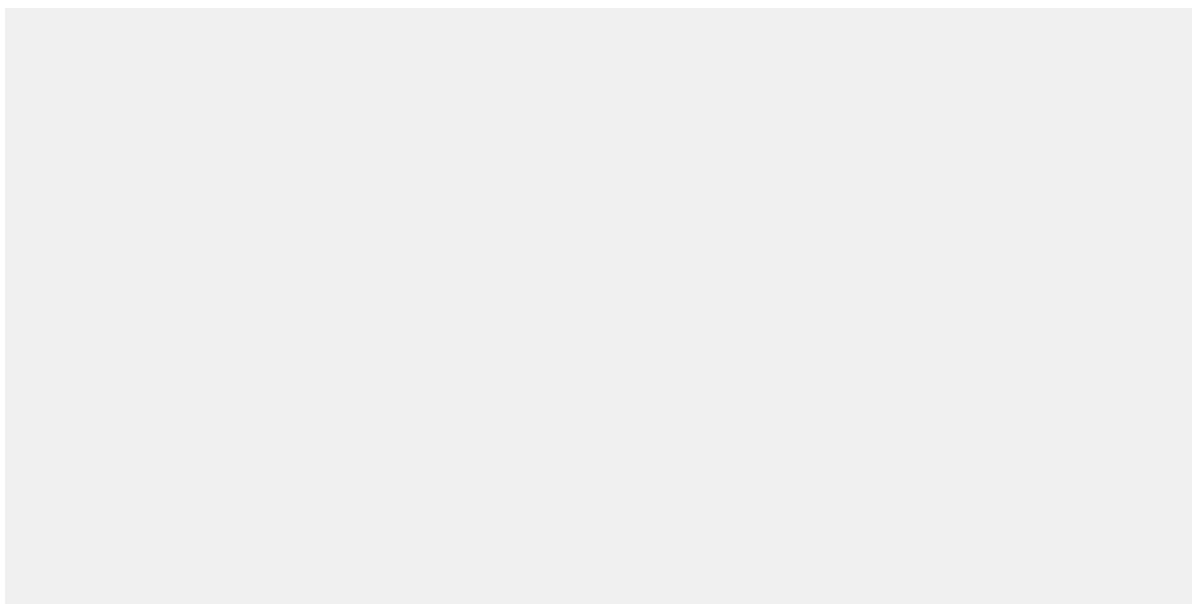
What value is engaged?

What is driving you (your passions)?

Toward what target? (for whom)

What do you want to provide and why? (your purpose and impact)

Use the space below to draft your elevator pitch.



### *Validate*

A great elevator pitch is:

- Brief
- Easy to understand
- Compelling
- Relevant
- Differentiated
- Authentic

Look at your elevator pitch above and validate if it meets these criteria. Make adjustments as necessary.

## *Networking do's and don'ts*

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### *Networking do's*

Before the event, focus on getting up to speed on the individuals and their industry or group. Find out who is going and come up with some conversation starters.

Speak your name clearly (first and last).

Maintain good posture and eye contact and smile when introducing yourself. Use a firm handshake.

Make personal connections about hobbies, interests, etc.

Approach people who you don't know and engage (especially those who are by themselves). Be the one who initiates.

Be ready with your elevator pitch / value proposition. Short, crisp, authentic and conversational answers to questions like, "What do you do?" should roll off your tongue easily and should be memorable.

Seek out good opportunities for networking, both planned and spontaneous.

### *Networking don'ts*

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Go to a networking event without any preparation

Mumble or just introduce yourself by first name or nickname only.

Make eye contact with just one person in a group or continue looking all over the place for the next group to jump to.

Use jargon, slang or venture into inappropriate topics, gossip, or similar.

Be a wallflower and wait people to come to you.

Ramble or give a condensed version of your resume.

Forget about networking since you're busy. Strengthen your professionalism by polishing your online social identity.

Your  
Personal  
Brand

Ready,  
set,  
*Show*

## *Leap off the page*

### *Career marketing tools that will make you sky rocket*

It's time to take what you've learned about yourself and put it all together in a branded bio. Your branded bio is a valuable tool you can use to communicate your unique promise of value to people who are making decisions about you—in both the real and virtual world. You've probably spent some time on your resume—and that's great. It's an important career marketing tool that will help you land an internship or your first job after school. Your branded bio is just as important.

While your resume is a chronological list of credentials and accomplishments, your branded bio is another depiction of who you are. It enhances your online brand when you use it to complete your social media profiles or accompany an article or blog you have written.

In crafting your branded bio, convey your unique promise of value in a way that gets others to want to know you.

### *Charismatic cover letters*

Your cover letter creates a first impression on paper and is a way to connect with the reader and earn you the right to have your resume reviewed.

### *Resumes that resonate*

Your branded resume creates an accurate picture of your goals, purpose, strengths, skills, experiences and passions as they relate to the role you seek—in factual, rational and emotional terminology.

### *Branded bios*

Your branded bio is the authentic representation of who you are as a person and how others perceive you when they interact with you. It highlights not only your pertinent strengths, passions, goals and purpose but describes the benefits and experiences others can expect as a result of knowing and working with you.

### *Giving thanks*

A thoughtful show of gratitude, especially in the form of a handwritten note, acknowledges the opportunity you have been granted by another person who was willing to dedicate time and attention to hearing about your aspirations. It is an opportunity to memorialize specifics of your interaction and cement the impression of your unique promise of value.

Together, all four of these branded tools provide the basis of your brand on paper. They begin to create an impression before you even walk in the door. For now, we're going to focus on your branded bio.

## ***Your branded bio***

Here's a before and after example of a fictionalized student's bio:

### ***Anna Novak***

#### *Before*

Anna Novak is majoring in marketing at Moscow State University. She has also taken several art related courses and is interested in a career in marketing and advertising. She completed an internship at Best Interactive Creative Agency where she worked on social media campaigns for healthcare clients. In secondary school, she was the class president and was active in organising arts programs.

#### *After: elements for Anna's branded bio*

In her branded bio, Anna incorporated what she learned about herself from the personal brand activities.

Here were her responses:

- Skills/superpowers: Project management, creativity, relationships
- Values: Collaboration, adventure, curiosity, teamwork, making a difference
- Passions: Drawing, creative writing, snowboarding
- Social cause/role: Creative side of marketing, project leadership, contributing to the Campus Advertising society

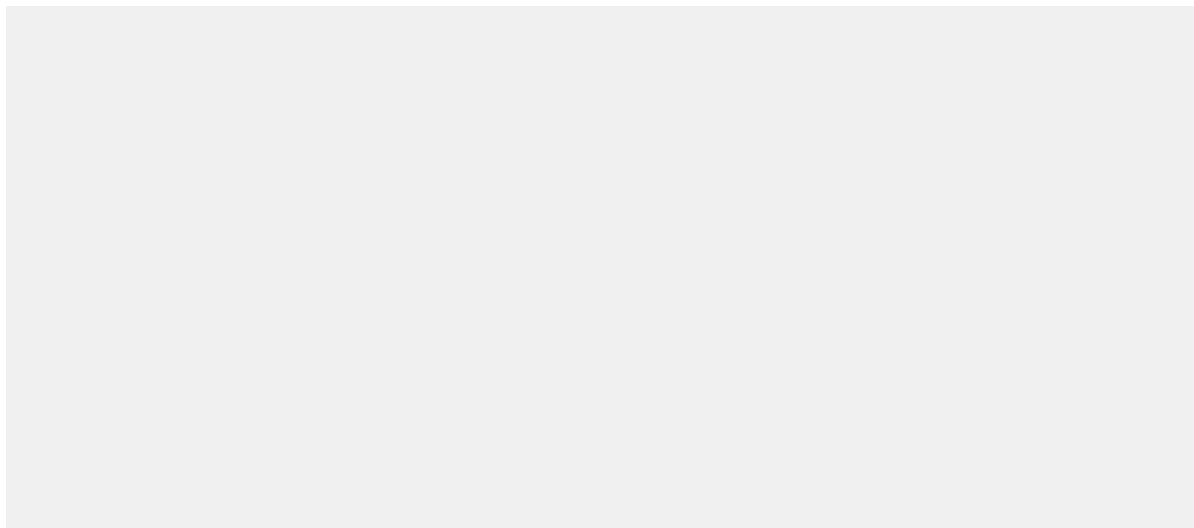
#### *Branded bio*

Majoring in marketing at Moscow State University, Anna Novak is a marketing enthusiast and an accomplished artist and writer. In addition to taking every marketing course offered, she completed six courses in the arts over the past three years. After her second year at the university, she interned at Best Interactive Creative Agency where she applied her creativity and project management expertise to build social media campaigns for healthcare clients. In secondary school, Anna was the class president. She used her collaboration and relationship-building skills and desire to make a difference to join forces with other local secondary school student councils to organise common local arts programs. A true adventurer and avid athlete, Anna spends her winter breaks perfecting her snowboarding technique.

***Follow the three steps below to turn your current bio into a branded bio***

***Document***

Find your most current bio. You can use your LinkedIn summary or other social networking profile as the “before” version of your bio if you don’t have one. If you don’t have any of these, write a paragraph about your accomplishments.

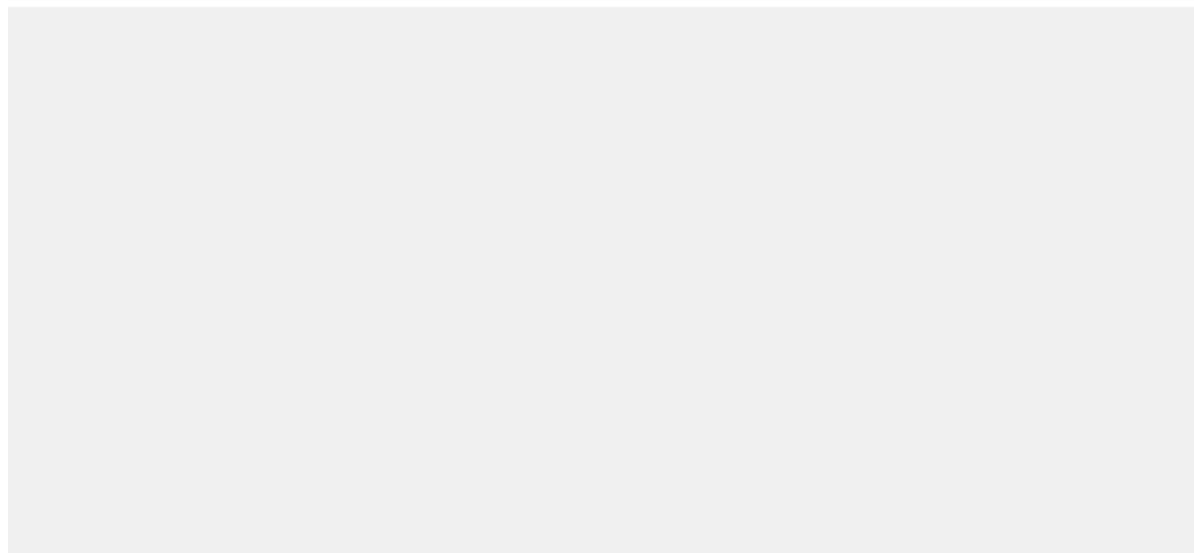


***Distil***

***Incorporate what you learned about your brand***

Take a look at what you have learned about yourself in all the preceding activities. Then distil it by identifying the strengths, motivated skills, passions, purpose and values that are most important to you. (Think about things that make you relevant, differentiated and compelling.) Edit your current bio to include those branded elements. Use examples to back up what you say make you exceptional. Remember, you’re telling a story—one that will captivate its readers.

Edit your branded bio in the space provided.



## **Validate**

Take a look at your bio and make sure it is:

.... *Relevant*

....*Easy to understand*

....*Compelling*

.... *Memorable*

....*Differentiated*

....*Authentic*

Once you have refined your bio, test it out with friends, peers, professors, mentors, etc. to get their opinions and make any further edits. Now, with your final version, you can:

- Post it to social networking sites to increase your online brand—this will help increase volume and relevance of your online content
- Use it when applying for internships, volunteer roles and jobs
- Post it in a place where you can read it regularly as a reminder of who you are and what makes you exceptional

Remember to update your bio each time you complete something new. For example, you can incorporate your contributions to the social cause you identified as part of your *whY factor*.

## ***Your brand in bits and pieces***

### **Building your social media toolkit**

Chances are you are already using social media in a variety of ways. The lightning speed with which the internet has changed the way we communicate has created vast advantages as well as some considerable drawbacks when it comes to maintaining a positive and consistent personal brand.

Social media tools like Facebook, Twitter, LinkedIn and YouTube can help you express your brand to a much larger audience. You want people to see the real you in the virtual world. But, are they always seeing your best self? It depends. The virtual world, just like the physical world, can judge you by the company you keep. Even worse, the virtual world never forgets.

It is important to remember that what you put on the internet is captured there for posterity. Not only can your current network access this material, so can your future contacts, employers and network influencers. At lightning speed you can positively or negatively impact your brand. Let's make sure you're using those superpowers for good. In this activity, we'll help you analyse your online reputation and make a plan to align it with your real-world brand.

Click the link below to use the *Online ID Calculator*. This tool will help you see how your brand currently shows up.

[Jump to the Online ID Calculator »](#)

### ***Document***

What does Google say about you?

Use the *Online ID Calculator* to understand how your brand shows up on the web. After searching for yourself on the internet and answering a series of questions, you'll receive your results along with advice for enhancing your virtual visibility. After you have used the Online ID Calculator, document your plans for enhancing your virtual brand.



### ***Distil***

First, assign a priority to the work you want to do to improve in each of the measures of online ID: 1 = very important; 2 = somewhat important; 3 = less important. In the table below, give each of the five measures a priority:

<b><i>Measure</i></b>	<b><i>Priority</i></b>	<b><i>Action</i></b>
<i>Volume</i>		
<i>Relevance</i>		
<i>Purity</i>		
<i>Diversity</i>		
<i>Validation</i>		

Select one or two of the highest priority items on your list and document the related action plan to improve in this area. Make sure to refer to the supplemental videos on each of these virtual visibility areas.

### ***Validate***

The actions I will take to improve my virtual visibility and online presence are:

- ... Update my LinkedIn summary*
- ... Update my Facebook page*
- ... Update my branded bio on my blog, vlog or website*
- ... Create/update my YouTube channel profile*
- ... Create/update my Google profile*
- ... Create a short version of my branded bio to include in job applications, etc.*
- ... Create a personal portal (e.g., about me, flavors.me, etc.) and include my branded bio*
- ... Update my 160-character Twitter profile*
- ... Create a version of my branded bio for the about me section of a cover letter*
- ... Use it to create a branded video bio and post it to YouTube and other video sharing sites*

## ***Personal branding is not a one-time event***

Just like you, your personal brand is ever evolving. The process you have used to document, distil and validate your personal brand is one that you can repeat as many times as you would like over a lifetime. It is a proven process to help you make great choices at every juncture in your life.

The questions you have answered in this process are of paramount importance, whether you are attending college or making key career or life decisions. These are the questions that will enable you to fulfil a life filled with engagement and enthusiasm derived from living in alignment with values, passions, strengths and skills that fulfil your purpose.

As you gain experience and grow, your skills and interests will evolve and grow with you. In time, you may want to revisit this process/workbook and perform the exercises again to identify your strengths and areas for development, and to help drive your personal brand plan. It might even be fun for you to revisit it when your 10-year college reunion rolls around.

We hope it has helped you to identify who you are and what makes you stand out and gives you clarity about where you would like to take your career and life. And we hope your branded bio and other brand-building materials you developed as part of this experience help position you for career success.

We wish you all the best in your studies and your career.