Use this worksheet to identify your goals, motivations, and qualities that contribute to your personal brand. Even if your career doesn’t require a “public persona” or “brand,” every choice we make contributes to the ways we are perceived—by co-workers, employers, customers, etc. Take the time to map out and reflect on the elements of your personal brand that will help you accomplish your goals. Additionally, this worksheet will help you identify key experiences and qualities you may want to use in your cover letter, interviews, and other professional development scenarios.

*Save this document to guide you beyond this assignment and class. As you complete your goals and your identity changes, update the worksheet and set new goals.*

**Personal Statement and Philosophy**

*Your statement should be 1-3 sentences that serve as a mission statement. Consider the philosophy that drives your behavior. This personal statement can be copied into your LinkedIn profile or used in your elevator pitch because it should capture the core of YOU.* ***If you feel stuck, try working through the questions and prompts to spark reflection****. Then look over your answers, find commonalities, and determine the philosophy that unites the responses.*

* What are three words that a friend or family member might use to describe you?
* What do you value the most in your relationships (friend, family, romantic, professional)?
* What are three strengths you feel you have?
* What are three weaknesses you feel you need improvement?
* Where and what makes you feel happiest?

**Background**

*In a paragraph, summarize your history that influences your personal statement and personal goals. Elements of this background might serve as the foundation for the elevator pitch:* ***if someone asked at a networking event, what would you tell them about yourself in 60 seconds to summarize and capture YOU.*** *This background might include educational highlights, work experiences, hobbies, and events that shaped who you are today. You might think of this section as the “About Us” page found for many companies.*

**SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)**

*Take a moment to define and assess your own strengths and weaknesses. If it helps, try interviewing your friends and family to gain insights. Then, thinking towards your careers, identify the opportunities your strengths provide and the threats to your success that your weaknesses might create. Write your answers in a paragraph.*

**Goal Setting and Strategic Planning**

*Develop the various goals you would like to complete in your life. Create a 6-month, 2- and 5-year plan to help you achieve the goals outlined. Be specific in what you need to accomplish for each: consider 2-3 concrete steps that aid in your strategic planning.* ***Keep in mind that a common interview question (and casual social events) asks about your future.***

**6-month plan.** In the next six months, what steps and actions will you execute? Do you need to apply for a scholarship or internship: what is the deadline for that? Do you need to register for classes? Do you need to complete more community service or join a club? Do you need to save for a certification course or new piece of equipment? Do you need to find a new apartment or roommate? Think about what you need to do within the year.

**2-year plan.** In the next couple of years, what steps do you plan on executing? Do you need to adjust your online presence? Do you need to save a certain amount of money in preparation to move? Do you plan on learning a new skill or completing a personal project? Do you want to travel?

**5-year plan.** This section will be the most abstract, as life is unpredictable, but consider what you hope to accomplish in the next five years. What kind of company do you see yourself working for? Where do you see yourself living? What type of lifestyle do you want?

**Creative Approach**

*Consider what for and why you use online platforms and how that platform plays a part in your goals/identity/brand. If you do not use the platform, delete the entry.*

For each online platform that you use, write down what value the site provides to you, who the target audience for your content is, what type of content you publish or post, and where you would actively link that site (do you post the link on a resume or give this site out to a new contact). Is this site “anonymous” or personally branded? How do you feel looking back over the content you have posted previously? Do you intend on changing anything about the content or branding?

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