PERSONAL BRAND ASSIGNMENT

Knowing your personal brand can not only help you market yourself to future employers, it can help you find organizations that are a good fit for you. As a result, it is important to be able to articulate your personal brand before you begin your job search.

In this assignment you will use the course readings (pages 7-20) and the in-class activities to summarize your personal brand as described below:

Part 1: Summarize Self Assessment Activities

In ½ page, please list aspects of your unique personal brand including:

1. All of your top 6 values and what they mean to you in your own words (from course packet activity on pages 19-20)
2. Complete the online transferrable skills activity at: http://oca.cce.umn.edu/prototypes/cardsort/skills/ and write down your top energizing transferrable skills from the online assessment that you most enjoy using and/or do well.
3. List your top 5 strengths and also attach the strengths grid that explains how you have used these in the past.
4. What are your key personality traits and personal characteristics? Silly, conservative, extraverted, quiet, deep-thinker, trendy, thoughtful, honest? Ask family or friends if you have trouble describing this on your own.
5. Explain 3-5 unique interests/design style/passions/experiences that influence your path or describe you.

Part 2: Describe Your Personal Brand

In ½ page please answer each of the following questions based on your self assessment activities:

- Based on the above outline, please describe your unique brand (to date) in 3-4 sentences
- How will you visually represent this brand in your resume, cover letter and portfolio?
- Describe your ideal employer based on your personal brand and self assessment activities. Consider location, size, organizational culture, type of work they would complete, what people would wear to work, the types of interactions employees have with one another etc.

For insights on completing this assignment and creating a great brand, read this blog post: http://www.adbase.com/Blog/Building-Your-Business/HowToBuildYourBrandStartWithBrandversation

Approximately 1-1.5 pages for above summary, 1 page for strengths grid single spaced.
15 points – Due Wednesday, February 12
SAMPLE ASSIGNMENT

Part 1 Self Assessment Summary:

1) My Values
   Change – I need a job with variety where my roles and responsibilities evolve and change over time.
   Contact with People – I prefer a job where I have co-workers and also clients that I interact with regularly.
   Leadership – I would like to have leadership opportunities in my work.
   Creativity – I like to come up with new ideas and brainstorm new solutions to problems.
   Hours – I need a job where I work normal hours and have work-life balance.

2) My Top 5 Energizing Skills from Online Activity
   Complex Problem Solving, Systems Evaluation, Writing, Critical Thinking, Speaking

3) My Strengths (Strengths Grid Attached)
   Communication, Maximizer, Input, Strategic, Relator

4) My Key Personality Traits
   Personable, extroverted, deadline-focused, serious while at work, out of box thinker.

5) 3-5 Unique Interests/Design Style/Passions That Influence Your Path or Describe You
   Retro – I like designs that include elements from the past
   Illustrations – I especially enjoy doing illustrations and using my artistic side in my designs
   Photography – I enjoy photography and including it into my work
   Helping Others – I like design that does good for the community in some way, perhaps for non-profits

Part 2 My Personal Brand:

Based on the above outline, please describe your unique brand (to date) in 2-3 sentences
I am a graphic designer with strong skills in illustration, photography and writing. I enjoy communicating with clients both face to face and in writing as well as taking leadership roles in projects. Because I love complex problem solving and creativity, I am especially passionate about a career with an advertising firm that is known for creating unique campaigns that generate a lot of buzz and publicity for their clients.

How will you visually represent your brand in your resume, cover letter and portfolio?
Visually, my resume will probably include some fonts and graphics that have a retro look and feel and yet are new and fresh. Because I want to work for a firm that creates a lot of unique ideas for clients, I might create a resume that is not a typical 8.5x11 document so mine is unique and stands out.

My portfolio will not only include projects from my Graphic Design coursework, but some illustrations I have done on my own and also through some art classes. I also intend to include some photography that I have done independently is well that showcases this skill set. Because of my passion for helping others, I will probably include some volunteer projects that I have done for a non-profit organization I am involved in.

Describe the ideal employer based on your brand.
My ideal employer is a small design firm that does work for a variety of clients including some non-profit organizations. Employees are given leadership on projects and can be given some chance to work directly with clients and co-workers. People work hard during the business day, but work gets done in a timely fashion so that we rarely have to work nights to get projects done on time. Because I like creativity and problem solving beyond print design, I would like this firm to be engaged in a variety of different marketing and branding solutions for clients that generate a buzz.