Define Your Personal Brand
To complete this assignment, you’ll need Keirsey, CareerLeader, Interests Guide, Validate Your Strengths, and Values Summary.

What is a Personal Brand?
1. It is not fake...it is about the authentic, “real you”
2. It is distinctive. It differentiates you – it tells your audience how you’re different than other students
3. It is based in (and proven by) your stories
4. Everything you say and do goes into it – every interaction, email, phone call, conversation, social media post goes into it

Purpose
Define Your Personal Brand Assignment provides a step by step guide to help you write the Central Story for your Personal Brand Video by revisiting various aspects of your brand and then pulling everything together.

Learning Objectives
• To concretely describe your personal brand using a STAR story.
• To support your personal brand by articulating evidence and action (what you’ve done).
• To determine what to put into your personal brand story and what to leave out by directing your focus.
### Step 1: VIPS Summary Sheet

**Interests:** Input your top 3 – 5 interests (from Interests Guide Step 5).

**Personality:** Input 5 traits that best describe you (from #7 on Keirsey Video Prep).

**Values:** Input your top 5 values (the values you bolded in #5 of the Values Summary from the Values Video Response).

**Strengths:** Input strengths from Times You Were At Your Best and / or Validate Your Strengths.

**Brand Words / Differentiators:** Input from Validate Your Strengths (#1 & #2), any work throughout the semester, and/or what you know about yourself.

**Differentiating Experiences:** Input experiences you have had that you feel are differentiated. You may have anywhere between one and five – use short phrases.

<table>
<thead>
<tr>
<th>Week 2 Interests</th>
<th>Week 3 Personality</th>
<th>Week 4 Values</th>
<th>Week 4 Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Production</td>
<td>Calm</td>
<td>Affiliation</td>
<td>Volunteering</td>
</tr>
<tr>
<td>Theory Development</td>
<td>Collected</td>
<td>Altruism</td>
<td>Helping other people</td>
</tr>
<tr>
<td>Quantitative Analysis</td>
<td>Introspective</td>
<td>Lifestyle</td>
<td>Actively Listening</td>
</tr>
</tbody>
</table>

### Validate Strengths

**Brand Words / Differentiators**

- Peacekeeper
- Inclusive
- Easygoing
- Calm
- Kind

### Differentiating Experiences, etc.

- Feed My Starving Children Volunteer
Step 2: Develop a Personal Mantra / Personal Brand Statement

Your personal mantra / personal brand statement is a short statement, or even a few words, that explain who you are, what you do, and/or why. Think of it as the thesis statement of your personal brand.

After watching “How to Write a Mission Statement That Doesn’t Suck” and “Don’t Write a Mission Statement, Write a Mantra,” write your own personal mantra / personal branding statement. Below are examples of mantras from companies as well as individuals; however, please do not use these mantras; instead, use them as inspiration to write your own.

<table>
<thead>
<tr>
<th>Company Mantras</th>
<th>Individual Mantras</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lego: Inspire and develop the builders of tomorrow</td>
<td>Design. Teach. Empower.</td>
</tr>
<tr>
<td>Starbucks: To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.</td>
<td>Committed to Inspire.</td>
</tr>
<tr>
<td>Facebook: Make the world open and connected.</td>
<td>Create opportunities. Empower Minds.</td>
</tr>
<tr>
<td>Google: Don’t Be Evil</td>
<td>Collect experiences, not things.</td>
</tr>
<tr>
<td></td>
<td>I connect people with opportunities.</td>
</tr>
<tr>
<td></td>
<td>Creating a culture of communication</td>
</tr>
<tr>
<td></td>
<td>Enable leaders.</td>
</tr>
<tr>
<td></td>
<td>Listen, learn, and live with enthusiasm.</td>
</tr>
</tbody>
</table>

*DEVELOP YOUR OWN MANTRA. DO NOT USE ANY OF THE MANTRAS ABOVE.*

Write Your Own Personal Mantra / Personal Branding Statement

Be inspired by every person I meet and treat everyone as if I just met them.
Step 3: Laying the Groundwork for Your Personal Brand Video Story

Watch
- Your Personal Brand – Step It Up! (https://www.youtube.com/watch?v=Wih78rycMJ; playtime 1 minute, 59 seconds)
- PwC People Share Their Personal Brand Advantage (https://www.youtube.com/watch?v=yvEvwDPhGA4; playtime 1 minute, 54 seconds)

Define Your Goal
Write down the major and career you feel is the best fit for you at this time. (It’s O.K if it changes next year, next week, or even by the end of this exercise.)

Major and Career I feel is the best fit for me: Finance/Accounting

Your X Factor
- Watch PwC’s Define Your “X Factor” Video (https://www.youtube.com/watch?v=i-TJqb6EQjs; stop watching at 1 minute, 50 seconds).
- Next think about everything you’ve done (projects, experiences, etc.) and consider where you have had the biggest impact. Write down what that is. Then, write down the skills, values, interests/passions, and/or personality traits associated with what you did that made a BIG IMPACT.
*These can be in bullet points. This will help you begin to think about what differentiates you, the stories you have, and your VIPS.

<table>
<thead>
<tr>
<th>What I’ve done that’s made a BIG IMPACT.</th>
<th>Values, Interests, Personality Traits, and Skills (VIPS) Associated.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteered for Feed My Starving Children, helping to pack meals for poor areas around the world.</td>
<td>Genuinely helping people, considering other people’s situations—especially ones who are less fortunate than I am.</td>
</tr>
</tbody>
</table>

My Mantra / Personal Brand Statement (from above)
Be inspired by every person I meet and live to serve others.

5 Personal Brand Words/ Descriptors
Consider words / key phrases that describe you in an authentic, differentiated way. These could come from Step 1, but do not have to.

<table>
<thead>
<tr>
<th>Collected</th>
<th>Kind</th>
<th>Positive</th>
<th>Easygoing</th>
<th>Peacekeeper</th>
</tr>
</thead>
</table>

My Key Differentiators
What truly sets you apart from others? Differentiators may come from a skill, interest, value, personality trait, experience, etc. Again, your differentiators may or may not appear in Step 1; either way, select your top differentiators.
Step 4: Developing Your Story

Please keep this portion of the assignment to ONE PAGE.

Last, write the “central story” (often referred to as a personal brand pitch or elevator pitch) of your Personal Brand Video. Consider the following:

- Aspects of your personal brand you want to showcase.
- Select a STORY that pulls your brand together. It should support your mantra and several personal brand words/attributes.
- Write a STORY, but use the STAR Method to tell it.
- Consider your audience – most likely recruiters, alums, and/or networking contacts.
- Be focused, concise, genuine, differentiated, and memorable.

For some tips to get started, watch “Perfecting Your Elevator Pitch – What To Do and What Not To Do!” (https://www.youtube.com/watch?v=O6U9OGpvV78)

Write the Central Story for your Personal Brand Pitch Video

Please write out your entire story, do not use bullet points.

My hometown church my family and I attend is St. Michael’s Catholic Church of Wheaton. I was offered the opportunity to be an altar server during mass. I accepted the position when I was in 6th grade and continued to do it until I graduated from high school. I would serve on the altar 3-4 times per month, so about every week I would serve one for one of the masses. The position involved preparing all the sacraments with the priests and helping them with anything needing to be done during mass. I sat in front of the whole congregation, hundreds of people, guiding them and setting an example for the mass.

Before and after mass I greeted everyone I could and tried my best to make everyone feel welcome. I was aware that while most of the attendees were people who live in Wheaton and regularly attend, there were people coming to the church for the first time. Part of why I loved volunteering to do this was the fact that I would receive so many smiles and ‘thank yous.’ I became closer with my faith, the community and my family by doing this. The sense of service was deeply fulfilling to me.
**A Note on Stories**

For any questions involving a story (including your actual pitch), please put your answers in **STAR format** (you don’t need to divide your answer up by Situation, Task, etc – just use the acronym below to guide the way you write the story):

- **Situation**: Describe the situation
- **Task**: Describe the task to be accomplished
- **Action**: Describe what **YOU** did within the situation and/or to work on the task
- **Result**: Describe the outcome of your actions