

Knowing yourself is the first step in career planning and ***Developing Your Brand***

Begin by listing some of your skills, interests and personality traits. Think about your brand as your promise to employers. This list can help determine which opportunities are right for you. If you're struggling to answer the questions below, ask friends, family, and co-workers how they would describe you. Realize that your personal brand, like many corporate brands, will change as your career evolves. The best strategy is to choose a particular interest area you'd like to focus on and develop your skills and strengths over time. This exercise can also inform how you market yourself to employers on your resume, cover letter and in the interview.

What are you good at?

TIP: Identify your skills, abilities, strengths, competencies and qualification as it relates to your ideal career field and or job of interest.

What do you know about?

TIP: Capitalize off your education by listing knowledge gained inside and outside of the classroom, include industry research and on the job experience.

What are you known for?

TIP: list your attributes that distinguish you apart from others. Recall positive comments shared about your professional and social self. Here you can list notable accomplishments, recognitions and successes.

What do you stand for?

TIP: List your values, passions, convictions, work ethics that inform who you are as a professional.