Professionalism & Soft Skills Development

# Assignment: Personal brand

**Assignment Description:** Read textbook chapter and complete associated workbook pages. Take a self-inventory. Learn how to utilize an online professional presence.

**Assignment Environment:** The students should have access to the textbook, workbook, and additional readings as well as the internet.

### **exercise 1**

Read textbook Part 2, “Personal Brand”: LYC Step 3

Complete worksheets from Workbook LYC Step 3

### **Exercise 2**

From the “Take A Self Inventory” slide (see below), take a self-inventory and craft a introduction message to send to professionals whom you wish to connect with on LinkedIn.

### **Exercise 3**

Setup your LinkedIn profile and invite your instructor and classmates to connect. Search for professionals in your career field and invite at least 50 of them to connect with you.

## What to Submit

Show your instructor your completed LYC worksheets. Ensure your instructor receives a LinkedIn invite with your introduction message.

Take A Self Inventory

* What have you done? Don’t say “nothing” or “I don’t know”
* Ask mentors for input
  + Coach
  + Teacher
  + Former Employer
  + Neighbor
  + Respected Friend
  + Pastor
* Skills: list all of them, not just what you think is relevant
* Experiences: anything that took significant effort whether it is job related or not (you will see why later)
* Character: what do people say about you? What do they like about you?
* Information about you: awards, promotions, recognition, your goals
* Tell your story about yourself