

Career Planning Worksheet 3: Personal and Professional Brand

Your credibility in the talent community relies on your professional and personal brand. This brand is a product of the information that you make available to others on both offline (for example, résumé, character references, and background check) and online sources (for example, social-media activity).

Instructions: Read *Module 2: Life Skills for the New Normal* to get sufficient guidance on the importance of branding in the context of digital literacy. Then, answer the following questions as comprehensively and as honestly as possible.

1. How would you like your future employer to see you? Describe your desired adjectives.

2. How would you like your future colleagues to see you? Describe your desired adjectives.

3. Ask friends and colleagues you trust to describe you honestly. Indicate their adjectives below.

4. Review your social media profile. What adjectives come to mind when you view yourself online?

5. What differences can you note between your answers in items 1 and 2 and your answers in items 3 and 4?

6. What steps will you take to align the adjectives in items 1 and 2 with the adjectives in items 3 and 4?
