A brand statement is a short meaningful about you! This part of your brand says something unique athletic history. Regardless, sometimes it’s cultural identity or a authentic and compelling way for shaping your brand in an meaningful about you!

Your background is rich territory knowledge or build skills. An activity that helped you gain opportunity, or any relevant part or full-time job, a volunteer projects), an internship, a academic (courses, major, experience might be


to brainstorm a couple of versions of your brand statement. is useful in guiding a cover letter, your elevator pitch, interview preparation or just reflecting on what makes you distinctive. Use this worksheet to brainstorm a couple of versions of your brand statement. To create yours, assemble the most important parts of your brand into a single sentence. A brand statement

Here’s a sample:

MY , and

MAKE ME AN EXCELLENT CANDIDATE FOR THIS opportunity.

MY academic analysis make me

an excellent candidate for this opportunity.

MY robust experience production roles...

Your passions drive what you do and the decisions you feel is important, the things make. They tell an employer about what you can do! Your background as college student who has successfully...

Ask the group to share some of their answers and what was hard/easy about identifying their skills.

Instruct students to underline or highlight 5–7 skills or strengths that are most important to them (see the Action prompt at the bottom of the sheet).

Introduce the “Bring It All Together” page and ask students to fill in the blanks, creating a word back for their personal brand.
In this workshop you will answer questions that help you reflect on your experience, skills, and interests, culminating in a brand/identity “word bank” that you can use to craft succinct and compelling brand statements and brand bios.

Skills & Strengths
Knowing what you're good at and being able to identify your skills are very important to crafting a strong brand. Answer the following questions while channeling your inner cheerleader!

1. When working on a team, what roles am I drawn to?

2. What would my friends say are my biggest strengths?

3. What was the most successful project I ever took on and what made me successful?

4. When facing a challenging situation, what are my “go to” skills?

5. What am I good at, but I don’t enjoy?

6. What three things would I like to be better at?

ACTION: After answering these questions underline or highlight 5-7 skills or strengths that are most important to you.
Connecting interests with career goals helps you find motivation and energy for the work you do. In fact, according to a study conducted by BBMG, “compared to other generations, Gen Z is most likely to say they can make a difference by “doing meaningful work through their career.” These questions will help you inventory your passions and start the process for linking career and meaning.

1. **What would I do with my summer if money weren’t an issue?**

2. **What type of people am I drawn to?**

3. **If I ran a philanthropic organization, what kinds of causes would I support and how?**

4. **The closest I come to feeling simultaneously over-caffeinated and euphoric is when I’m....**

5. **If I were to make a homemade gift for a loved one, it would involve....**

6. **In the TV show starring me, I would teach people to...**

**ACTION** Identify three ways to integrate your passions into your current activities and connect them to your education or career goals:

1. 

2. 

3. 

Bring it all together
Use these prompts to start generating a word bank for your personal brand.

I’m great at __________________, __________________, and __________________

I love to __________________, __________________, and __________________

I want to __________________, __________________, and __________________

I wish I could __________________, __________________, and __________________