

Brand You Assignment

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Due Tuesday by 4:30pm **Points** 100 **Submitting** a file upload
File Types pdf, doc, and docx **Available** Aug 26 at 12am - Sep 10 at 4:30pm 16 days

Task

In a 3-4 page Word or PDF document answer the following questions with concise, reflective responses. Concise responses are responses that are free from unnecessary detail and verbiage and still conveys clear thought and meaning. Reflective responses are responses that convey a full sense of personal thinking and meaning through detailed explanation and/or personal examples.

Branding Questions:

1. What is your professional story?
2. What fears do you have regarding transitioning from your current employment situation to your desired career?
3. What are your top 5 strengths at this point in your professional life?
4. What would your value statement be at this stage in your professional life?
5. What are your top 5 work values? Why?
6. What are your company or industry targets? Why?
7. What positions are you targeting? Why?

Job Search Strategy Questions -Given your responses to questions 1-9, answer the following for questions regarding job search strategy.

1. What should your professional job search strategy be? What three job search channels or methods will you use the most?
2. What will your weekly job search task include?
3. What methods will you use to organize your job search activities and information (i.e. contacts, documents, etc.)?
4. What is your plan to build and maintain a professional network at this stage in your career and education?

Additional Resources

Build Your Personal Value Proposition

Developing a Strategic Vision for Your Career Plan

3 Methods for Finding Hidden Jobs

45 Things to Do on Social Media to Find Jobs**Reactive Vs. Proactive Job Search Strategies****Criteria for Success**

To self-evaluate your assignment success prior to submitting it, view the Brand You rubric listed below.

Brand You Assignment

Criteria	Ratings			Pts
Brand You Assignment Length	10.0 pts Full Marks Brand You assignment is 3-4 pages in length	5.0 pts Partial Marks Brand You assignment is less than 3 pages in length		10.0 pts
Brand You Assignment Writing Mechanics and Grammar	10.0 pts Full Marks Sentences are fluent and free of writing mechanics, spelling and grammar errors	7.0 pts Partial Marks Minor sentence structure issues and/or One to three spelling, writing mechanics or grammar issues	2.0 pts Partial Marks Poor sentence structure and/or More than three spelling, writing mechanics or grammar issues	10.0 pts
Branding Questions 1-7	40.0 pts Full Marks Branding question responses demonstrate concise, reflective personal assessment of current employment, desired employment, career transition challenges, professional strengths, professional value statement, work values needs, and industry/position targets	30.0 pts Partial Marks Branding questions have 1-3 responses that vaguely demonstrate personal assessment of current employment, desired employment, career transition challenges, professional strengths, professional value statement, work values needs, and/or industry/position targets	20.0 pts Partial Marks Branding questions have 4 or more responses that vaguely demonstrate personal assessment of current employment, desired employment, career transition challenges, professional strengths, professional value statement, work values needs, and/or industry/position targets	40.0 pts

Criteria	Ratings			Pts
Job Search Questions 1-4	40.0 pts Full Marks Job Search question responses demonstrate concise, reflective personal assessment of a job search strategy that aligns with one's personal brand, a networking plan that supports one's job search strategy, weekly job search task that supports one's job search strategy, and a job search organization system	30.0 pts Partial Marks Job search questions have 1-2 responses that vaguely demonstrate personal assessment of a job search strategy that aligns with one's personal brand, a networking plan that supports one's job search strategy, weekly job search task that supports one's job search strategy, and/or a job search organization system	20.0 pts Partial Marks Job search questions have 3 or more responses that vaguely demonstrate personal assessment of a job search strategy that aligns with one's personal brand, a networking plan that supports one's job search strategy, weekly job search task that supports one's job search strategy, and/or a job search organization system	40.0 pts
Total Points: 100.0				