

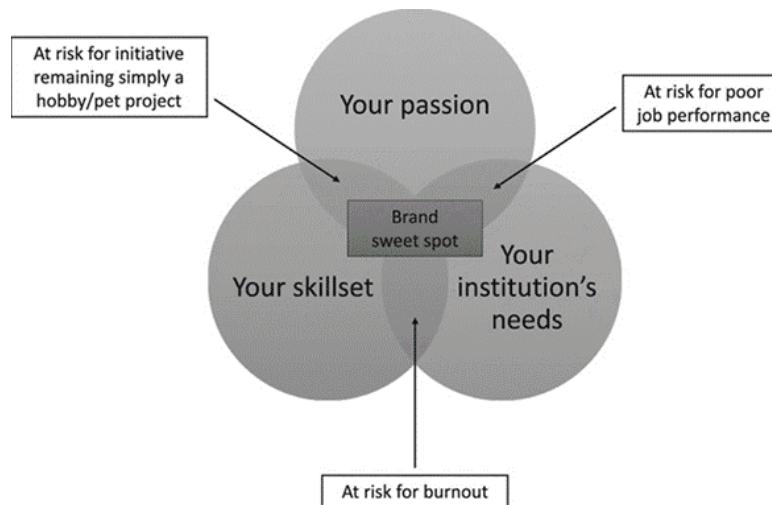
CREATING A PROFESSIONAL PERSONAL BRAND WORKSHEET

WHAT IS PERSONAL BRAND

Personal Brand: the representation of your work (research, service, teaching, professional products) in the form of a coherent message about who you are, what you do, and what you value.

Benefits of cultivating your personal brand as faculty and staff:

- Allows you to better understand your identity and curate how you are represented in online spaces
- Connects research, teaching, and service to help you tell your professional story to others
- Creates a lens for approaching new projects and responsibilities



Borman-Shoap, E., Li, S. T., St Clair, N., Rosenbluth, G., Pitt, S., & Pitt, M. (2019). Knowing your personal brand: What academics can learn from Marketing 101. *Academic Medicine*, 94(9), p.1295.

DEVELOPING YOUR PERSONAL BRAND

STEP 1: SELF-REFLECTION

Identify 5 accomplishments, skills, or strengths of which you are most proud. This can include academic products, mentoring activities, teaching, clinical care, advocacy efforts, etc. Briefly explain why you are proud of each item.

STEP 2: MAKE CONNECTIONS

Look for common themes across your list. Consider how these themes do or do not connect to your future professional goals.

STEP 3: DRAFT YOUR STATEMENT

Compose a 1-2 sentence brand statement that addresses your strengths in addition to your professional goals moving forward. Start with a messy draft and refine from there.

STEP 4: COMPARE AND REFLECT

After you have refined your brand statement, revisit your CV and promotions dossier to see where your brand does/does not align with your current activities and the identity you want to communicate through. Reassess your brand statement and revise.

TAKING YOUR PERSONAL BRAND DIGITAL

Faculty and Staff ePortfolio: A personal website that tells a story about your professional identity and supports that story using artifacts. Those artifacts are curated and contextualized using reflective text that explains how your artifacts connect to future plans or goals.

EXPLORING EXAMPLES

Choose an example from the following slide to explore for the next 10 minutes. As you explore the sample ePortfolio, consider the following questions: Who is the ePortfolio creator? What ideas or values constitute their personal brand? How is their ePortfolio more than just their CV? Which parts of the ePortfolio most impressed you as a reader?

- [Africana Studies](http://www.covington-ward.com/) (http://www.covington-ward.com/)
- [American Studies and Ethnicity](https://www.heidixhong.com/) (https://www.heidixhong.com/)
- [Education](https://www.jessestommel.com/) (https://www.jessestommel.com/)
- [Geosciences](https://adamdastrup.weebly.com/) (https://adamdastrup.weebly.com/)

- [Instructional Design](https://www.jenaecohn.net/) (https://www.jenaecohn.net/)
- [Media Studies](https://www.ravenmaraghllloyd.com/) (https://www.ravenmaraghllloyd.com/)
- [Virology, Lab Example](https://research.fredhutch.org/avgousti/en.html) (https://research.fredhutch.org/avgousti/en.html)
- [The Substance Abuse and Sexual Health Lab, Lab Example](https://www.oparalab.org/) (https://www.oparalab.org/)

Notes:

REFLECTING ON YOUR OWN DIGITAL PRESENCE

What artifacts, examples, and digital profiles could you connect to your personal brand? How might creating a personal brand in digital spaces forward your professional goals?