

PERSONAL BRAND WORKSHEET

Instructions

Building a personal brand is about identifying your best qualities, values and ambitions and putting those at the forefront of what you say, do and stand for. Your personal brand helps you achieve credibility and visibility and makes you stand out among your peers and in the eyes of those you want to reach (scholarship committees, internship program managers, AEC firms).

Your brand must be real, but it also has an aspirational component. It could be a goal to achieve over time.

A strong personal brand is:

- **Authentic:** your brand must reflect your true personality and embody your defining characteristics, behaviors, and values. You must walk the talk!
- **Relevant:** your brand – its purpose, values, personality and key differentiators – must be relevant to those you are trying to reach and with whom you want to build mutually beneficial, lasting professional relationships. You can't be all things to all people.
- **Ambitious:** your brand should align with your personal and professional ambitions.
- **Consistent:** your brand needs to be recognizably yours, no matter the situation.
- **Unique:** your brand must be defined and expressed in a distinctive way. Use your brand personality and tone of voice
- **Authoritative:** your brand must strive to be recognized and respected.
- **Visible:** it must be top of mind; consistently and continuously reinforced.

Defining Your Brand

Your superpower: What is distinct about your brand – what are you great at (not good at or capable of, but *great*)? What do you want to be known for?

Your purpose (your “why”): What drives you? Why do you get up in the morning? Your purpose doesn’t have to be about saving the world – it could be more practical, but it should motivate you to do better.

Your top three personal values (e.g., grit, accountability, loyalty, positivity) (*these are simply examples and not words to choose from*):

1.

2.

3.

Your top three personality traits (this is how you show up, seen and described by others; your personal style/charisma):

1.

2.

3.

Who do you help? Who are you trying to reach?

What problem(s) do you help solve?

Your professional statement: This will continue to evolve as your progress through your career and your career goals change.

- Clarity over cleverness
- What are you curious about?
- What drives you?
- What are you learning or have learned related to the profession?
- What is your professional ambition?
- What do you contribute?

Use declarative statements:

- I am...
- I am interested in...
- My goal is...
- I am passionate about... [related to the profession]
- I help...

Examples:

- I'm a high school student exploring careers in architecture, engineering, and construction. I enjoy learning about how creativity and technical thinking come together to solve real-world problems.
- I'm a high school student interested in architecture and design. I am passionate about learning how planning, teamwork, and communication play a critical role in bringing design vision to life. My goal is to contribute to spaces that improve how people live and work.
- I am a high school student who is passionate about figuring out how to make things work better and using math and science to tackle real-world challenges. My goal is to pursue civil engineering and help design safe, efficient infrastructure.
- I'm a marketing strategist obsessed with helping AEC firms leverage AI to optimize their digital presence and drive growth.
- I help technical teams communicate their expertise more effectively through marketing that supports pursuit strategy, client relationships and long-term brand building. My role spans content development, proposal support and collaboration across disciplines.