YOUR PERSONAL BRAND

**DEFINE YOUR ASSETS: INSPIRE INTEREST**

- Jot down 3-4 words that describe **who** you are at work? Are you energetic or steady? Collaborative or independent? Analytical or creative? Think about how your peers see you. Have you chosen 3-4 words they would instantly agree with?

- Jot down 1 word that defines **how** you produce work? Do you counsel or serve? Lead, manage, or supervise? Do you examine or solve? Do you instruct or motivate? Choose a meaningful *action* verb that powerfully captures your operating style.

- In 3-4 words define **what** results you achieve. Do you improve the quality of care for HIV/AIDS patients? Do you strive to improve the grades of ADHD students? Do you develop goals and plan college pathways for urban students? Think carefully about what you desired impact is on people and in your work.

Combine the who, how and what into your **personal mission statement, your brand**. Your brand should skillfully reflect your unique abilities, interests and values.

**YOUR BRAND SHOULD INSPIRE NOT JUST INFORM!**

**STRONG BRAND STATEMENT:** I am a dedicated life-long learner and team teacher who empowers diverse students commitment to achievement by connecting math instruction with real life problems.

**WEAK BRAND STATEMENT:** I am an experienced teacher with strong skills in classroom management and math.

Now, you try:

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*Keep it short, authentic and COMMANDING. Read it out loud. Are you believing it?*