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| Image result for stand out from the crowd  creating your personal brand | Abstract  Creating a clear, concise, and compelling personal brand remains one of the most critical elements of executive communication. This handout will allow you to identify your one word, define your success factors, design your personal statement, and write your bio.  Dr. Michael Edmondson |

**One Word/Pyramid Exercise**

**Directions:** Complete the triangle below using the answers from this section. In the top section write down 10 words you would use to describe yourself. From those 10 select the top 5 and write them in the middle section. From those 5 select the one word you would use to describe yourself and write that in the bottom (smallest) section at the tip of the triangle.

**Value Proposition Directions**:

* A value proposition is a statement of seven words or less that help make you stand out from the competition. Refer to your personal statement that you created and reduce it from 75 words or less to now seven. Select the best seven words to describe you.
* After you have created your value proposition you can then move on to the second component which asks you to identify one word that best describes you.
* Remember, people are overwhelmed today with information. When you are trying to communicate something about yourself, do so with intention and with an understanding that the person you are communicating with is busy and overwhelmed.
* Having a value proposition of seven words or less AND a one word description helps market you in a very compelling manner. Also reflect back on the pyramid exercise for additional insight into the words you may want to use for your value proposition and one word description.
* Be sure to include your ONE WORD in your value proposition.
* Use your value proposition at the top of your resume to introduce your success factors.

**Your Value Proposition – 7 Words or Less: write down as many draft value propositions as possible. Which one is most compelling and why?**

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**Task: Success Factors**

Directions:

* The next step is to identify three to five of your most successful experiences as a young professional known as success factors. In a world of hyper-connectivity where more information is being distributed faster with each passing day, having three bullet points to highlight your accomplishments will help you break through the noise. If you want people to remember you give them a clear, concise and compelling set of three success factors.
* Success factors are written in the past tense and are included at the top of your resume, on the back of your business card and on your web site. Some examples are:
  + Ex. #1: Worked a full-time job as an office clerk during last summer.
  + Ex. #2: Completed semester long off-campus program in Philadelphia.
  + Ex. #3: Awarded a certificate of achievement for publishing research.
* You can use any of the following to include in your success factors:
  + academic research with a professor
  + athletic accomplishments
  + awards/certificates
  + class projects
  + clubs
  + employment (part-time or full-time)
  + internships
  + off-campus programs
  + other items
  + presentations at conferences
  + sororities/fraternities
  + volunteer work
* Remember that this too will change over time as you develop a successful career so set a goal of revising your success factors every year. If the first time you are creating success factors is while you are in college please update them at the end of each semester. You should also update them upon graduation.
* It is also important to note that some success factors may be unattractive to some people in specific environments. For example, if one of your success factors was that you served as the Vice-President for your Sorority and you apply to a position at a company that frowns upon Greek life, for whatever reason, your resume may be tossed in the reject pile. Most of the time you may never know this but it is something to remember as you apply for employment positions.
* Success factors help you focus. Remember that as you write down some thoughts in this chapter. Another way of looking at success factors is how would you answer the following question:
  + At this very point in time, what are three accomplishments that you would like to share with others as a way of highlighting your personal growth or professional development?
* This assessment consists of brainstorm work pages and one summary page to use when building your brand in the next section. As you go about writing down some ideas for success factors in this chapter keep in mind that you only have room for three at the top of your resume. With that in mind, write down as many as possible here and then prioritize the top three at the end of this chapter. Doing so will help you focus.
* Remember to write down each success factor in the past tense using such words as:
  + Finished
  + Awarded
  + Completed
  + Participated
  + Published
  + Designed
  + Worked
  + Interned

**Your Success Factors Draft List**

List activities related to each of the categories below to begin collecting your success factors. Consider your exact role in each of the activities you list.

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**Your Success Factors**

Answer the question: How does this success factor represent me and what message does it convey to complete stranger who read your resume or web site? Make sure these three success factors best represent your skills and professionalism at this point in time. Remember to update your success factors as you gain more experience. NOTE: These success factors go at the top of your resume. Use your value proposition to introduce them.

Success Factor #1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Success Factor #4 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Personal Statement Directions**:

A personal statement is a summary of your professional skills, personal traits and experiences in 75 words or less. Why the word limit? Well if we did not limit the number of words many students would be writing several pages. Employers do not have time for, nor do they care about, hearing your life story. They are busy. A brief personal statement of 75 words or less can help spark a conversation and that is your goal. Remember, you need to do everything that you can to advocate for yourself while helping the prospective employer understand how you can help address the needs of the organization.

* To create this personal statement you will need the following exercises you previously completed:
  + Your top three personal traits and habits from PATH
  + Your top three professional skills
  + Your top three success factors
  + The pyramid exercise
* What kind of person is being described in the sheets you have created? Can you identify any consistent behaviors or patterns in your activities or abilities? Consider how the skills and experiences that you described could be used in new situations. For example, if you gave a presentation in a class assignment and spoke to a group of people in a volunteer project, then you have experience speaking to groups.

**Draft Personal Statement - remember 75 words or less**

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**Bio (300-400 words)**

Dr. Michael Edmondson is the Dean, Professional Education and Lifelong Learning at New Jersey City University. He manages the non-credit division of NJCU that offers youth programs, classes for personal interest, customized professional development training, workforce development programs for local residents, and a variety of online and in-person certification classes and programs. The mission at New Jersey City University (NJCU) is to provide a diverse population with an excellent education. The University is committed to the improvement of the educational, intellectual, cultural, socioeconomic, and physical environment of the surrounding urban region and beyond. Established in 1927 as a training school for teachers, today NJCU is among the most comprehensive universities in the state. Located in Jersey City, NJ, and minutes from New York City,

Prior to joining New Jersey City University, Dr. Edmondson served as the Director for The Center of Continuing Studies (CCS) at Mercer County Community College in West Windsor, New Jersey where he managed the non-credit classes, workforce development programs, and professional development certification programs. Dr. Edmondson also served as Associate Vice President of Career Development at Augustana College in Rock Island, Illinois where the Career/Opportunities/Research/Exploration (CORE) Center and launched an innovative professional preparation tracking system known as The Viking Score.

Business Experts Press has published four professional development books for Dr. Edmondson: *Marketing Your Value: 9 Steps to Navigating Your Career* (February 2015), *Major in Happiness: Debunking the College Major Fallacies (*December 2015), *Success: Theory and Practice* (March 2016), and *Strategic Thinking and Writing* (January 2019). He is a graduate of Cabrini College (BA History) in Radnor, PA; Villanova University (MA History) in Villanova, PA and Temple University (Ph.D. History) in Philadelphia, PA. A Herbert Hoover President Grant provided financial support during the completion of his dissertation: *The Foreign Policy of American Individualism: Herbert Clark Hoover, the Department of Commerce and Mexico, 1921-1928.*

Dr. Edmondson has extensive experience teaching a wide variety of history, communication, and business classes and currently teaches in the MBA programs at New Jersey City University and Rider University. Dr. Edmondson has been a keynote speaker and spoken at many events focused on a variety of higher education, career, and business related issues. In 2007, the Philadelphia Empowerment Group awarded Dr. Edmondson its Entrepreneurial Inspiration Award for his work with minority entrepreneurs. Visit <http://www.michaeledmondsonphd.com/> for more information.

**NAME**

**Address – City – State – Zip – Email – Phone**

**Summary of Success Factors**

Responsible, hardworking, and efficient young professional with excellent communication skills who has solid foundation of experiences that include:

* Working as a customer service representative
* Supervising children in a day care program and after school program
* Volunteering at a food pantry
* Successfully managing multiple tasks

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**Work Experience**

Irish Mile Bar, Monmouth, NJ August 2011 – Present

* Counter and delivery person – Responsibilities included taking phone orders, communicating orders to staff and delivering menu items in a timely fashion. Also helped waitresses, bartenders and managers complete a variety of other tasks when needed.

Family Restaurant, Westmont, NJ & Deptford, NJ August 2007-May 2011

* Fountain Person/Customer Service Representative- Responsibilities included greeting customers, taking orders, creating ice cream and dessert products, processing payments, maintaining inventory and overall clean work place environment.

**Volunteer Experience**

Feed The Hungry, Camden, NJ Spring 2012

* Volunteered at Mount Calvary Baptist Church food pantry. Worked with volunteers and the program coordinator in preparing packages and assisted signing in clients.

Career Day, Rutgers-Camden University Spring 2012

* Worked with students and professors to create Rutgers first CareerQuest. Career event for the Sociology, Anthropology, and Criminal Justice department. Former majors came to speak at the event and interact with students.

Pyne Poynt Middle School, Philadelphia, PA Spring 2012

* Volunteered as part of a civic engagement project. Worked with their after school program, helped the students with homework, and organized activities for students.

**Education**

* Rutgers University, Sociology Major/Anthropology Minor

**Technology Proficiencies**

* Proficient in using Microsoft Word, Microsoft Power Point, E-Mail, Excel and Social Media.