Topic 7 Worksheet 3

Learning task 1 - What are your values?

Your values are the principles in which you operate. Your values impact how you feel, behave, make decisions and react in varying circumstances. Self confidence and personal energy is enhanced when living in conjunction with your personal values.

## The Titanic

We will be taking a trip on the Titanic to discover what matters most to us. The first step is to think of four aspects of your life that matter most to you. Examples could include but are not limited to: family, friends, religion, hobbies, health, wealth, job security, personal security, financial security, mental wellbeing, freedom, community, environmental stability, belonging, love, relationships.

Select your top four and write each one in the boxes provided.

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Once we define our values, we can look to see what is most important. These features can assist us to focus on what our primary purpose is followed by the vision we have for the future.

Being able to define your purpose is about pulling together your core values and viewing them in conjunction with your bigger picture for the world and your place/function within the world. To assist us in discovering our purpose it is good to outline your passions.

Learning task 2 -What are you passionate about?

Tell us about yourself – Part 1

Write a 150-word blog describing yourself and the components of your life you are passionate about. Ensure you write in first person and in such a way which showcases your communication style.

Tell us about yourself – Part 2

Now you have described yourself and your passions, attempt to reduce this information to a 25-word statement which highlights the most important aspects of you.

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Review your final statement, does it align with your values? Do you feel that it contains an essence of your overall purpose? Would you be happy to have this statement as the first perception a future employer has of you?

Spend some time re-working this statement if necessary.

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Learning task 3 - Who are your influencers?

Influencers are people that impact on societies perceptions and decision making. With respect to personal branding, influencers may be people in which we admire and potentially aspire to emulate either on a personal level or professional level.

In a group, take 30 seconds to list as many influencers you can think of. Remember that we each have different values and aspirations so will be influenced by a number of different people that others may not agree with.

Background pattern

Description automatically generated with low confidence

Influencer review

Utilise the influencer brain dump and select an influencer that resonates with you. Research their online and social media presence to complete the table below.

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| Influencer: |

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| Criteria | Description |
| Theme:  An overarching concept or theme or platform. A highlighted phrase or design. |  |
| Point of Difference:  Strong selling points which display the influencers key strengths. |  |
| Personal branding statement:  A summary or mantra defining the influencer. |  |
| Appearance:  What words are used to describe their appearance? How does it match their theme, statement? |  |
| Social interaction:  Casual, formal, fun… |  |
| Colours:  What tonal mood is emerging? How does their colour usage match their theme, statement? |  |
| Logo:  How does their logo match their theme, statement? |  |
| Websites, blogs:  How do they showcase their personal brand? Are they cohesive? |  |
| Reputation:  What is the overall perception of their reputation in their given field? |  |

Learning task 4 - What are your goals?

What do you expect to accomplish over time? Goals are a set of ideas and or dreams of future desired results either personal or professional. Goals are planned and should be set to a finite timeline. This timeline can vary from days, weeks, months and years. The size of your goals can vary and must be ideas and dreams which you feel connected to and motivated to achieve.

**What do I want to have achieved in 1 years’ time?**

**What new skills do I want to have developed in a year’s time?**

**What do I want to have achieved in 5 years’ time?**

**What new skills do I want to have developed and what skills would I like to have enhanced in 5 years’ time?**

Learning ask 5 - How do others describe you?

A true representation of your brand is how others talk about you. Finding out your top brand attributes and core strengths can provide an increased self-efficacy. This personal belief can increase your self-confidence and impact your ability to be successful both personally and professionally.

How do your ICHM peers describe you?

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Learning task 6 - Core strengths reflection, where can I improve?

Now that you have some attributes which describe you, which of these words would you prioritise as your top four core strengths?

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## Where can I improve?

We have focused primarily on our strengths and areas of passion however where we can have the most impact is in the recognition and focus on areas of opportunity for future improvement. The more we understand our areas of opportunity and potential weaknesses the greater control we have over our behaviour and ability to move towards success.

A SWOT analysis can assist us to review our areas of weakness and opportunity. It is also a great tool to review any threats to our potential to move forward. Be mindful that when looking at threats it generally leads us to compare ourselves with others we perceive to be more successful or better equipped than ourselves. We must remember that we all take different journeys and that:

[](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiR9bbivvvhAhWUXCsKHVkUDn4QjRx6BAgBEAU&url=https://sarahrobbins.com/comparison-is-the-thief-of-joy/&psig=AOvVaw1XE54A3rzpseqc17BZUBmW&ust=1556839877531024)

An additional reading and an explanatory video for those who have not had experience with SWOT analysis for personal use noted below:

# Personal SWOT Analysis - Making the Most of Your Talents and Opportunities by Louis Pasteur

[Personal SWOT Analysis - Career Planning from MindTools.com](https://www.mindtools.com/pages/article/newTMC_05_1.htm)

**SWOT analysis**

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| **STRENGTHS** | **WEAKNESSES** |
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| **OPPORTUNITIES** | **THREATS** |
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