

## Week 2: Your Brand Identity for Maximizing Career Impact

As the [Crafting Your Personal Brand Workbook](#) <sup>↗</sup> highlights, developing a brand does the following:

- Helps you focus on the value you bring to employers and identifies the unique traits you bring to the workplace
- Delivers an authentic message to hiring managers around your career goals and depicts who you are as a professional
- Enables employers to see not only the skills you have but also the unique personality and character traits you have to offer
- Helps you define how your vision for the future aligns with the long-term business objectives of the hiring organization, effectively elevating your status from commonplace commodity to one-of-a-kind package

Take a moment to describe your professional strengths and make an argument for why they are important.

In what ways could you develop your brand to effectively market yourself?