

Your Mission Statement

Spend some time considering what you do, how you define yourself, and then begin to unpack the why.

Your assignment is to write a mission statement about you. A mission statement communicates why you do what you do and the difference you are trying to make. It's usually around 1-3 sentences max, so learning to be concise and clear is key.

Sound simple right? Good luck!

LinkedIn Profile

A LinkedIn profile is the first impression of you managing your personal professional brand.

At this point, you've started to identify purpose, authenticity via voice, look at your mission, and elevator pitch. Now is a time to put it all together to allow for other potential employers and networks to connect with you.

Write a LinkedIn profile and share it in this discussion group.

Once you post, you'll have the opportunity to see others. Provide feedback to at least 2 people that you think would be helpful to them. (Imagine if you were in their shoes, what would you have wanted to know?)

The Elevator Pitch

It won't be long (if you haven't already), where you will be in a situation where someone will ask, "Tell me about yourself. What do you do?"

The goal of an "elevator speech" or "elevator pitch" is a concise, compelling introduction that can be communicated in the amount of time it takes someone to ride the elevator.

Below are some steps below to help create an elevator pitch that will be shared next week in class.

1. Start With a Blank Canvas

Take a blank piece of paper and number it from one to 10. Then, fill in the most important bits of information that you want to convey about yourself.

What, exactly, do you do? What have you achieved, and what are your goals? Who do you want to serve and why? Focus on the most interesting or memorable facts—the ones that really make you stand out from others.

2. Red Pen It

Using a different color pen, edit what you've drafted with a critical eye. Eliminate any redundancies, unnecessary or unclear information.

More importantly, hone and enhance the good stuff. "I'm great at sales" isn't likely to pique anyone's interest, but "I've exceeded my sales goals every quarter for the last two years" sure might.

3. Pick a Card

Grab five index cards, and label them "Who I Am," "What I Do," "How I Do It," "Why I Do It," and "Who I Do It For." Add each item on the list you've created to the card where it fits best.

Ideally, you'll have two compelling sentences underneath each heading, so fill in any gaps if you need to.

4. Get in Order

Organize the cards in a logical order, making sure the most important information is first.

Remember, you often only have a few seconds to communicate with someone. If you get cut off, what would you want her to walk away remembering?

5. Add an Attention-Getter

Add an interesting fact or stat to use at the beginning of your speech. Your goal is to immediately engage someone so that he or she is intrigued and wants to learn more.