



# Personal Brand Statement *Template*

Soft Skills for STEM (S3) is the Leading Soft Skills Training & Development Program for Students and Young STEM Professionals.

To attend a virtual training or schedule training for your group contact Dr. Michelle B. Lee  
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# INTRODUCE YOURSELF THE EASY WAY

## Your Personal Brand Statement

1. Write down something about you that is impressive or cool.

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2. Write down your expertise, main career goal or something you aspire to be.

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3. Write down 3-5 power words or short phrases that describe you.

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### Keep in mind...

1. **This is a great response to “Tell me a little bit about yourself.”** You can also use it in professional networking situations or whenever someone asks, “Who are you? What do you do?”
2. **Sound prepared, but NOT rehearsed.** Interviewers love people who are prepared, but they don’t like scripted answers. Therefore, it is important to memorize your personal brand statement so that it sounds natural and conversational.
3. **This is just a template.** Flip it, rearrange it however you like. Check out the examples on the next page.

## **Duncan Nugget® #246:** **It's not bragging if they ask you to say it.**

### **Putting It All Together**

Here are some sample personal brand statements from three young professionals and a high school student who used this template during a *Soft Skills for STEM training program*.

#### HIGH SCHOOL

“As a senior at Central High School with a 3.8 GPA, I’m known for being resourceful, outgoing, and persistent. Next year I’ll be attending Babson College and majoring in entrepreneurship.”

#### UNDERGRAD

“My name is Melissa Smith, I am a graduating senior at Southern University at New Orleans. I am majoring in Interdisciplinary Studies and plan to enroll in a Masters Organizational Management program this summer. I pride myself on my ability to lead by example and take charge. I truly believe that teamwork makes the dream work and that in order to lead one must first follow.”

#### GRAD SCHOOL

“Hello my name is Elmon Anthony Merriman, I'm a graduate of Morehouse College with a BS in Chemistry Minor in Mathematics and Mandarin Chinese. I currently attend Clark Atlanta University as a PhD candidate in Polymer Chemistry. I am a natural born leader, with the ability to function in a teamwork setting. I like to listen, learn, and strive for growth within personal and professional settings. Thanks for taking time out of your schedule to speak with me.”

#### NEW HIRE

“Hi, my name is Marguerite and I am a HR generalist with Airport Terminal Services (ATS). People that I work with know that I am a positive, resourceful, detail-oriented team player who loves supporting my coworkers. Also, I speak 4 languages and I have strong communication skills. I hope to eventually be an HR Manager or Director for a global company in the Travel & Tourism industry. So, what about you? What do you do?”