



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.

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

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

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?”