Believe you can and you are halfway there.

—Theodore Roosevelt
Because you’ll learn...
- The traits and characteristics that make you special
- The importance of establishing an excellent value system
- The power of optimism and positive self-esteem

Because you’ll be able to...
- Complete a Personality Assessment Profile and identify your personality type
- Develop your own brand and know what qualities you need to market yourself to future employers

When you go to work in a new job, you are still trying to find out who you really are as a person, who you want to become, and what is expected of you. My advice to a person entering the workforce today is to learn everything you can about the company as quickly as you can. Learn all the technology you can; learn to read and interpret financial statements and balance sheets; pay attention to company reports. Work hard to become a good communicator and a team player. Work smart and use time-saving devices and strategies to produce more effectively. One of the most important things I can share with you is to be available and willing to work after hours if necessary to get the job done.

MyStudentSuccessLab
MyStudentSuccessLab (www.mystudentsuccesslab.com) is an online solution designed to help you “Start strong, Finish stronger” by building skills for ongoing personal and professional development.
PROFESSIONALISM DEFINED

How Do I Become a Professional?

Professionalism is defined by a number of characteristics and traits: your character which is who you are, your knowledge which is what you know and what experiences you can draw on, and your image which is how you project yourself and how others perceive you. A true professional cares deeply about what the job is and how well it is done, and, at the same time, cares about the company for which he or she works and the colleagues with whom they work. Professionals are willing to go above and beyond to be sure that customers and colleagues are taken care of in an exemplary manner.

SETTING YOURSELF APART AND FINDING YOUR DIRECTION

How Do You Separate Yourself from the Pack?

How do you distinguish yourself from the countless job seekers out there? What are you going to do that sets you apart from your competition? (What do you have to offer that no one else can possibly offer to an employer? What unique skills do you have to help you thrive and survive in a rapidly changing world where outsourcing is commonplace and technology is constantly evolving? Answering these questions is the primary focus of this chapter, and indeed, this book and the course in which you are presently enrolled.

In his book, The 2010 Meltdown, Edward Gordon (2008) writes, “Simply stated, today in America, there are just too many people trained for the wrong jobs. Many jobs have become unnecessary, technically obsolete . . . or worse yet, the job/career aspirations of too many current and future workers are at serious odds with the changing needs of the U.S. labor market.” An example of this disconnect between the workforce and the market place can be found in this fact: Eight million U.S. workers speak English so poorly that they cannot hold high-paying jobs (Center for Law and Social Policy). Conversely, people who are highly skilled, possess superb oral and written communication skills, know how to solve problems, have excellent technology skills, and can work well with others should be in great demand for many years to come.

Careers in the following areas are projected for high growth in the coming decade: Health sciences (dental assistants, home health aids, physician assistants, medical assistants, occupational therapy, physical therapist, cardiovascular technologists, etc.), aviation (airplane mechanics and air traffic controllers), skilled trades (plumbers, electricians, mechanics, etc.); teaching (K–12 and college); technology (aerospace and GPS engineers, water and sanitation engineers, transportation services, systems analyst, programmers, interactive media designers, software engineers, desktop publishing, database administrators, etc.), and management, marketing, and public relations (business managers, human resource directors, advertising and public relations, accounting, etc.).

You laugh at me because I am different. I laugh at you because you are all the same.

—Unknown
This chapter will help you discover your unique qualities and characteristics that can give you the competitive edge in today’s workplace. Several solutions to help you kick-start your career and your personal development will be introduced here.

KNOW WHO YOU ARE AND WHERE YOU ARE GOING

Who Are You and What Do You Want to Do with Your One Lifetime?

When asked, “Who are you?” so many people answer with “I’m a student” or “I’m a mom” or “I’m a teacher.” Often, we answer this question with what we are and not who we are. There is a huge difference between the two. What you are is your work, your position, your family standing. Who you are is much deeper. Who you are involves your work and relationships, but it is also the basis for your core—your foundation. Who you are involves much more than your title as a brother, a mother, a nurse, a mechanic, or a friend. Who you are involves your morality, your intellect, your spirituality, your emotions, your beliefs, your values, your culture, your choices, and your dreams.

By understanding the difference between what you are and who you are, you can truly begin to understand yourself on a higher level. Few people are willing to take this journey. Fear, time pressures, or lack of motivation may cause people to avoid finding the answer, but finding out who you are can be one of the most rewarding opportunities in your life—and it can give you the competitive edge that you need to survive and thrive in today’s world of work.

In their book, *The Dragonfly Effect*, Aaker and Smith (2010) state that “human beings have three basic needs in terms of their self-worth: competence (feeling that we are effective and able), autonomy (feeling that we are able to dictate our own behavior), and relatedness (feeling that we are connected to others).” As you go through this journey of discovering who you are and what you want to become, remember those thoughts.

Consider the “me puzzle” in Figure 1.1 As you can see, it involves nine different pieces. Understanding how each piece affects your actions, goals, relationships, work ethic, and motivation can mean the difference between success and failure in work . . . and in life. As you study the puzzle, consider your strengths and challenges in each area. How does each piece drive your choices and how does each piece help you understand more about who you are? Are there pieces of the puzzle that you have never considered? If so, how has this affected your life in the past? Has something been missing in your life because you did not address a certain piece of the overall puzzle? At this time and place in your life, which piece is the most or least important? Which pieces can you use to gain a competitive edge and which parts of your life need improvement?

As you look at each piece of the “me puzzle,” think about one strength for each puzzle piece that you have to offer in the workplace and how it will help you in the future. Then, think about one challenge you will have to overcome for each piece of the “me puzzle” and how you plan to do so.

**Example:**

**Moral Me**

**Strength:** I am very grounded in my work ethic. I consider myself to be a loyal and dedicated employee and will do my best every day.

**The Future:** This strength will help me gain the trust of my superiors and peers. They will know that I am a person to whom they can turn in times of stress. They will know that I can make ethical and honest decisions.

*The Constitution only gives people the right to pursue happiness. You have to catch it yourself.*
—Benjamin Franklin
Challenge: I sometimes judge others too harshly when they do not have the same work ethic that I possess. This can become a problem when I move up the ladder and begin supervising people.

Overcome: I plan to begin listening more and try to understand others’ backgrounds and problems before making judgments.

**Intellectual Me**

Strength: ____________________________________________________________________________

____________________________________________________________________________________

The Future: __________________________________________________________________________

____________________________________________________________________________________

Challenge: __________________________________________________________________________

____________________________________________________________________________________

Overcome: __________________________________________________________________________

____________________________________________________________________________________

Source: Based on the work of psychologist William James (1842–1910).

**Figure 1.1 Solving the “Me Puzzle”**
CHAPTER 1 DISCOVER

Moral Me
Strength: ________________________________________________________________
The Future: ________________________________________________________________
Challenge: ________________________________________________________________
Overcome: ________________________________________________________________

Cultural Me
Strength: ________________________________________________________________
The Future: ________________________________________________________________
Challenge: ________________________________________________________________
Overcome: ________________________________________________________________

Visionary Me
Strength: ________________________________________________________________
The Future: ________________________________________________________________
Challenge: ________________________________________________________________
Overcome: ________________________________________________________________

Physical Me
Strength: ________________________________________________________________
The Future: ________________________________________________________________
Challenge: ________________________________________________________________
Overcome: ________________________________________________________________
Emotional Me
Strength: _________________________________________________________________
The Future: _________________________________________________________________
Challenge: _________________________________________________________________
Overcome: _________________________________________________________________

Spiritual Me
Strength: _________________________________________________________________
The Future: _________________________________________________________________
Challenge: _________________________________________________________________
Overcome: _________________________________________________________________

Social Me
Strength: _________________________________________________________________
The Future: _________________________________________________________________
Challenge: _________________________________________________________________
Overcome: _________________________________________________________________

Material Me
Strength: _________________________________________________________________
The Future: _________________________________________________________________
Challenge: _________________________________________________________________
Overcome: _________________________________________________________________
**Spiritual Me**
- What I believe
- My religion
- Wisdom gained
- Meditation
- Altruistic notions
- My “grounding”

**Social Me**
- My relationships
- My activities
- My associations
- My social involvement

**Material Me**
- What I have
- What I want
- What I need to survive
- Economic background

**Intellectual Me**
- What I know
- Common sense
- Skills I possess
- Critical thinking
- Reasoning
- Problem solving

**Moral Me**
- Character
- Ethics/Values
- Choices and decisions
- Reactions
- Principles

**Cultural Me**
- How I interact with others
- Knowledge of my own culture, norms, heritage, environment, race, etc.

**Visionary Me**
- Where I am going
- My goals and dreams for the future
- What skills I need to be successful

**Physical Me**
- My health
- My appearance and grooming
- My body
- My habits

**Emotional Me**
- What I feel
- How am I guided by emotions
- My heart vs. my head
- How I manage conflicts and challenges

---

**CAPITALIZING ON YOUR STRENGTHS**

**What Do You Have Going for You?**

Study the following statements carefully:

- “I am super organized.”
- “I can’t find a thing on this desk.”
- “I am extremely good at my profession.”
- “I feel so stupid at work.”
- “I know I can solve that problem.”
- “I don’t even know where to begin.”

**Do you capitalize on all your strengths at work?**
Notice the difference between these perspectives? One person seems optimistic and appears to know his or her abilities and strengths and the other is unsure, timid, and pessimistic. Who would you hire? Who would you like working on your team? Knowing what you’re good at and owning those strengths can be an enormously positive attribute and can give you another competitive asset to highlight on your résumé. Basically, the question that must be answered is, “What do I have going for me?” If you don’t know your strengths, it will be impossible to convey them to an employer. It is also impossible to use the strengths that you don’t even know you have. Perhaps you’ve never thought of yourself as a problem solver, but think again. Don’t you do this on a daily basis with your personal budget? Your children? Your studies? Juggling schedules with work and classes? Making your iPad or smartphone work properly? You solve problems every day and acknowledging these skills can only make it stronger.

You probably have strengths that you have never thoroughly identified. Consider the following list of traits and abilities. Circle your strengths and add any that are not listed. Be honest with yourself and responsible because you will return to this list later.

| Accountable | Budget-minded | Organized |
| Positive attitude | Intuitive | Stable |
| Punctual | Inquisitive | Rational |
| Ethical | Reliable | Tolerant |
| Resourceful | Humorous | Compassionate |
| Hopeful | Self-reliant | Decisive |
| Courageous | Competent | Grateful |
| Loyal | Sincere | Open-minded |
| Stylish | Helpful | Friendly |
| Optimistic | Respectful | Trusting |
| Well-groomed | Neat | Prepared |
| Supportive | Honest | Strong |
| Reserved | Logical | Spiritual |
| Warm | Versatile | Motivated |
| Grounded | Trustworthy | Creative |
| Modest | Imaginative | Fair |
| Flexible | Persuasive | Analytical |
| Loving | Yielding | Fun-loving |
| Forgiving | Articulate | Giving |

IDENTIFY YOUR PERSONALITY TYPE AND USE IT TO BEST ADVANTAGE

Understanding your personality type enables you to use your best assets to your advantage. Having the knowledge of different personality types also helps you better understand others. In Figure 1.2 you will be able to take the PAP, a personality profile test that is designed to help you understand your personality type.
The Personality Assessment Profile

Directions: Read each statement carefully and thoroughly. After reading the statement, rate your response using the scale below. There are no right or wrong answers. This is not a timed survey. The PAP is based, in part, on the Myers-Briggs Type Indicator (MBTI) by Katharine Briggs and Isabel Briggs-Myers.

_____ 1a. I am a very talkative person.
_____ 1b. I am a more reflective person than a verbal person.
_____ 2a. I am a very factual and literal person.
_____ 2b. I look to the future and I can see possibilities.
_____ 3a. I value truth and justice over tact and emotion.
_____ 3b. I find it easy to empathize with other people.
_____ 4a. I am very ordered and efficient.
_____ 4b. I enjoy having freedom from control.
_____ 5a. I am a very friendly and social person.
_____ 5b. I enjoy listening to others more than talking.
_____ 6a. I enjoy being around and working with people who have a great deal of common sense.
_____ 6b. I enjoy being around and working with people who are dreamers and have a great deal of imagination.
_____ 7a. One of my motivating forces is to do a job very well.
_____ 7b. I like to be recognized for, and I am motivated by, my accomplishments and awards.
_____ 8a. I like to plan out my day before I go to bed.
_____ 8b. When I get up on a non-school or non-work day, I just like to let the day “plan itself.”
_____ 9a. I like to express my feelings and thoughts.
_____ 9b. I enjoy a great deal of tranquility and quiet time to myself.
_____ 10a. I am a very pragmatic and realistic person.
_____ 10b. I like to create new ideas, methods, or ways of doing things.
_____ 11a. I make decisions with my brain.
_____ 11b. I make decisions with my heart.
_____ 12a. I am a very disciplined and orderly person.
_____ 12b. I don’t make a lot of plans.
_____ 13a. I like to work with a group of people.
_____ 13b. I would rather work independently.
_____ 14a. I learn best if I can see it, touch it, smell it, taste it, or hear it.
_____ 14b. I learn best by relying on my gut feelings or intuition.
_____ 15a. I am quick to criticize others.
_____ 15b. I compliment others very easily and quickly.
_____ 16a. My life is systematic and organized.
_____ 16b. I don’t really pay attention to deadlines.
_____ 17a. I can be myself when I am around others.
_____ 17b. I can be myself when I am alone.
_____ 18a. I live in the here and now, in the present.
_____ 18b. I live in the future, planning and dreaming.
_____ 19a. I think that if someone breaks the rules, the person should be punished.
_____ 19b. I think that if someone breaks the rules, we should look at the person who broke the rules, examine the rules, and look at the situation at hand before a decision is made.
_____ 20a. I do my work, then I play.
_____ 20b. I play, then do my work.
UNDERSTANDING PERSONALITY TYPING (TYPOLOGY)

What Do These Letters Mean to Me?

The questions on the PAP helped you discover whether you are extroverted or introverted (E or I), sensing or intuitive (S or N), thinking or feeling (T or F), and judging or perceiving (J or P). These questions were based, in part, on work done by Carl Jung, Katharine Briggs, and Isabel Briggs-Myers.

In 1921, Swiss psychologist Carl Jung (1875–1961) published his work *Psychological Types*. In this book, Jung suggested that human behavior is not random. He felt that behavior follows patterns, and these patterns are caused by differences in the way people use their minds. In 1942, Isabel Briggs-Myers and her mother, Katharine Briggs, began to put Jung’s theory into practice. They developed the Myers-Briggs Type Indicator, which after more than 50 years of research and refinement has become the most widely used instrument for identifying and studying personality.

Please keep in mind that no part of this assessment measures your worth, your success factors, how smart you are, or your value as a human being. The questions on the PAP assisted you in identifying your type, but we do not want you to assume that one personality type is better or worse, more or less valuable, or more or less likely to be successful. What personality typing can
do is to “help us discover what best motivates and energizes each of us as individuals” (Tieger & Barron-Tieger, 2001).

**WHY PERSONALITY MATTERS**

**What Does My Personality Type Say about Me?**

When all of the combinations of E/I, S/N, T/F, and J/P are combined, there are 16 personality types. Everyone will fit into one of the following categories:

<table>
<thead>
<tr>
<th>ISTJ</th>
<th>ISFJ</th>
<th>INFJ</th>
<th>INTJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISTP</td>
<td>ISFP</td>
<td>INFP</td>
<td>INTP</td>
</tr>
<tr>
<td>ESTP</td>
<td>ESFP</td>
<td>ENFP</td>
<td>ENTP</td>
</tr>
<tr>
<td>ESTJ</td>
<td>ESFJ</td>
<td>ENFJ</td>
<td>ENTF</td>
</tr>
</tbody>
</table>

Let’s take a look at the four major categories of typing. Notice that the higher your score in one area, the stronger your personality type is for that area. For instance, if you scored 15 on the E (extroversion) questions, this means that you are a strong extrovert. If you scored 15 on the I (introversion) questions, this means that you are a strong introvert. However, if you scored 7 on the E questions and 8 on the I questions, your score indicates that you possess almost the same amount of extroverted and introverted qualities. The same is true for every category on the PAP.

**E Versus I (Extroversion/Introversion)**

This category deals with the way we interact with others and the world around us.

Extroverts prefer to live in the outside world, drawing their strength from other people. They are outgoing and love interaction. They usually make decisions with others in mind. They enjoy being the center of attention. There are usually few secrets about extroverts.

Introverts draw their strength from the inner world. They need to spend time alone to think and ponder. They are usually quiet and reflective. They usually make decisions by themselves. They do not like being the center of attention. They are private.

**S Versus N (Sensing/Intuition)**

This category deals with the way we learn and deal with information.

Sensing types gather information through their five senses. They have a hard time believing something if it cannot be seen, touched, smelled, tasted, or heard. They like concrete facts and details. They do not rely on intuition or gut feelings. They usually have a great deal of common sense.

Intuitive types are not very detail-oriented. They can see possibilities, and they rely on their gut feelings. Usually, they are very innovative people. They tend to live in the future and often get bored once they have mastered a task.

**T Versus F (Thinking/Feeling)**

This category deals with the way we make decisions.

Thinkers are very logical people. They do not make decisions based on feelings or emotion. They are analytical and sometimes do not take others’ values into consideration when making decisions. They can easily identify the flaws of others. They can be seen as insensitive and lacking compassion.

Feelers make decisions based on what they feel is right and just. They like to have harmony, and they value others’ opinions and feelings. They are usually very tactful people who like to please others. They are very warm people.
J Versus P (Judging/Perceiving)

This category deals with the way we live.

Judgers are very orderly people. They must have a great deal of structure in their lives. They are good at setting goals and sticking to their goals. They are the type of people who would seldom, if ever, play before their work was completed.

Perceivers are just the opposite. They are less structured and more spontaneous. They do not like timelines. Unlike the judger, they will play before their work is done. They will take every chance to delay a decision or judgment. Sometimes, they can become involved in too many things at one time.

HOW PERSONALITY AFFECTS CAREER CHOICE

What Do I Want to Be When I Grow Up?

Taking personality and career tests and using them to help you decide which career you want to pursue is somewhat like playing the childhood game of “What Do I Want to Be When I Grow Up?” When taking career and personality tests, you need to remember that the results are indicators that will help you narrow the choices related to your personality, skills, and abilities; tests won’t provide you with a specific career choice. Tests cannot pinpoint exactly what career you should pursue, but they can provide additional information to help you find your way. There are many free personality/career tests online and others you can access for a fee. To locate sites that will provide additional information related to personality types and career choices, use your Internet browser and type in keywords such as “careers for different personality types.” Figure 1.3 provides suggestions of the types of careers that are best for specific personality types.

Figure 1.3  A Closer Look at Your Personality Type

<table>
<thead>
<tr>
<th>Personality Type</th>
<th>Description</th>
<th>Sample Careers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISTJ—The Dutiful (7–10% of Americans)</td>
<td>Have great power of concentration; very serious; dependable; logical and realistic; take responsibility for their own actions; not easily distracted.</td>
<td>Accountant, purchasing agent, real estate, IRS agent, corrections officer, investment counselor, law researcher, technical writer, judge, mechanic</td>
</tr>
<tr>
<td>ISTP—The Mechanic (4–7% of Americans)</td>
<td>Very reserved; good at making things clear to others; interested in how and why things work; like to work with their hands; can sometimes be misunderstood as idle.</td>
<td>Police officer, intelligence officer, firefighter, athletic coach, engineer, technical trainer, logistic manager, EMT, surgical technician, banker, office manager, carpenter, landscape architect</td>
</tr>
<tr>
<td>ISFJ—The Nurturer (7–10% of Americans)</td>
<td>Hard workers; detail-oriented; considerate of others’ feelings; friendly and warm to others; very conscientious; down-to-earth and like to be around the same.</td>
<td>Dentist, physician, biologist, surgical technician, teacher, speech pathologist, historian, clerical, bookkeeper, electrician, retail owner, counselor</td>
</tr>
<tr>
<td>ISFP—The Artist (5–7% of Americans)</td>
<td>Very sensitive and modest; adapt easily to change; they are respectful of others’ feelings and values; take criticism personally; don’t enjoy leadership roles.</td>
<td>Artist, chef, musician, nurse, medical assistant, surgeon, botanist, zoologist, science teacher, travel agent, game warden, coach, bookkeeper, clerical, insurance examiner</td>
</tr>
<tr>
<td>INFJ—The Protector (2–3% of Americans)</td>
<td>Enjoy an atmosphere where all get along; do what is needed of them; have strong beliefs and principles; enjoy helping others achieve their goals.</td>
<td>Career counselor, psychologist, teacher, social worker, clergy, artist, novelist, filmmaker, health care provider, human resource manager, agent, coach, crisis manager, mediator</td>
</tr>
</tbody>
</table>

(continued)
### Figure 1.3  A Closer Look at Your Personality Type (continued)

<table>
<thead>
<tr>
<th>Personality Type</th>
<th>Description</th>
<th>Sample Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFP—The Idealist</strong> (3–4% of Americans)</td>
<td>Work well alone; must know others well to interact; faithful to others and their jobs; excellent at communication; open-minded; dreamers; tend to do too much.</td>
<td>Entertainer, artist, editor, musician, professor, researcher, counselor, consultant, clergy, dietitian, massage therapist, human resources manager, events manager, corporate leader</td>
</tr>
<tr>
<td><strong>INTJ—The Scientist</strong> (2–3% of Americans)</td>
<td>Very independent; enjoy challenges; inventors; can be skeptical; perfectionists; believe in their own work, sometimes to a fault.</td>
<td>Economist, financial planner, banker, budget analyst, scientist, astronomer, network specialist, computer programmer, engineer, curriculum designer, coroner, pathologist, attorney, manager</td>
</tr>
<tr>
<td><strong>INTP—The Thinker</strong> (3–4% of Americans)</td>
<td>Extremely logical; very analytical; good at planning; love to learn; excellent problem solvers; don’t enjoy needless conversation; hard to understand at times.</td>
<td>Software designer, programmer, systems analyst, network administrator, surgeon, veterinarian, lawyer, economist, architect, physicist, mathematician, college professor, writer, agent, producer</td>
</tr>
<tr>
<td><strong>ESTP—The Doer</strong> (6–8% of Americans)</td>
<td>Usually very happy; don’t let trivial things upset them; have very good memories; very good at working with things and taking them apart.</td>
<td>Police officer, firefighter, detective, military, investigator, paramedic, banker, investor, promoter, carpenter, chef, real estate broker, retail sales, insurance claims</td>
</tr>
<tr>
<td><strong>ESTJ—The Guardian</strong> (12–15% of Americans)</td>
<td>“Take charge” people; like to get things done; focus on results; very good at organizing; good at seeing what will not work; responsible; realists.</td>
<td>Insurance agent, military, security, coach, credit analyst, project manager, auditor, general contractor, paralegal, stockbroker, executive, information officer, lawyer, controller, accounts manager</td>
</tr>
<tr>
<td><strong>ESFP—The Performer</strong> (8–10% of Americans)</td>
<td>Very good at sports and active exercises; good common sense; easygoing; good at communication; can be impulsive; do not enjoy working alone; have fun and enjoy living and life.</td>
<td>Nurse, social worker, physician assistant, nutritionist, therapist, photographer, musician, film producer, social events coordinator, news anchor, fundraiser, host, retail sales</td>
</tr>
<tr>
<td><strong>ESFJ—The Caregiver</strong> (11–14% of Americans)</td>
<td>Enjoy many friendly relationships; popular; love to help others; do not take criticism very well; need praise; need to work with people; organized; talkative; active.</td>
<td>Medical assistant, physician, nurse, teacher, coach, principal, social worker, counselor, clergy, court reporter, office manager, loan officer, public relations, customer service, caterer, office manager</td>
</tr>
<tr>
<td><strong>ENFP—The Inspirer</strong> (6–7% of Americans)</td>
<td>Creative and industrious; can easily find success in activities and projects that interest them; good at motivating others; organized; do not like routine.</td>
<td>Journalist, writer, actor, newscaster, artist, director, public relations, teacher, clergy, psychologist, guidance counselor, trainer, project manager, human resources manager</td>
</tr>
<tr>
<td><strong>ENFJ—The Giver</strong> (3–5% of Americans)</td>
<td>Very concerned about others’ feelings; respect others; good leaders; usually popular; good at public speaking; can make decisions too quickly; trust easily.</td>
<td>Journalist, entertainer, TV producer, politician, counselor, clergy, psychologist, teacher, social worker, health care provider, customer service manager</td>
</tr>
<tr>
<td><strong>ENTP—The Visionary</strong> (4–6% of Americans)</td>
<td>Great problem solvers; love to argue either side; can do almost anything; good at speaking/motivating; love challenges; very creative; do not like routine; overconfident.</td>
<td>Entrepreneur, manager, agent, journalist, attorney, urban planner, analyst, creative director, public relations, marketing, broadcaster, network solutions, politician, detective</td>
</tr>
<tr>
<td><strong>ENTJ—The Executive</strong> (3–5% of Americans)</td>
<td>Excellent leaders; speak very well; hardworking; may be workaholics; may not give enough praise; like to learn; great planners; enjoy helping others reach their goals.</td>
<td>Executive, senior manager, administrator, consultant, editor, producer, financial planner, stockbroker, program designer, attorney, psychologist, engineer, network administrator</td>
</tr>
</tbody>
</table>
KNOW WHAT YOU WANT FROM LIFE AND WORK

Are You Prepared to Go Get What You Want?

Some of the strongest, most dedicated people in the world struggle in their work and personal lives. Why? Because they have never really thought about what they want out of life or from their careers. They have never done the work required to answer this question—and it is work. What is it that you really want and need to be happy, fulfilled, and successful? What is the main thing that you really need to focus on? You may have never thought about the questions below, but consider them as you try to formulate an answer to the question, “What do I want from my life and my work?”

- Is my success tied to the amount of money I make?
- Are my friends and family more important than my career?
- What would I be willing to do to get ahead?
- What can I contribute to the world through my career?
- What really makes me happy? Will my career choice give this to me?
- Does my career choice suit my genuine interests?
- Does my current career choice really motivate me?
- Am I working toward this career for convenience or passion?
- Would I rather work inside or outside?
- Am I more of a leader or a follower?
- Do I want to travel with my work?
- Am I truly grounded in my ethics?
- Am I focused on the things that are life changing?

There is an old quote that says, “If you don’t know where you’re going, it doesn’t matter which path you take.” Many people have found this to be true in their personal and professional lives. Knowing what you want and need from your career and your life will be ultimately important to your happiness and success.
In the space below, jot down a few things that you think you want and need from your career. Remember, the two categories are different.

I need . . .

I want . . .

IDENTIFY AND EMULATE YOUR ROLE MODELS

Who Do You Admire Most?

Who do you admire most in your life right now? Is it a parent or grandparent who struggled to raise you and offer you things he or she never had? Is it your current supervisor who treats people well and with respect? Is it a famous person, such as Oprah Winfrey, who overcame adversity to help make life better for others?

We all have role models in our lives for a reason. They help us see what is possible. They help us see a better future. Think about a person that you greatly admire. Who is that person?

What personal and professional qualities do they possess that you would like to someday have?

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<tr>
<th>Personal Qualities</th>
<th>Professional Qualities</th>
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Choose one of the qualities from the list you created above. How will this quality help you become successful and advance in your chosen career? Be specific in your answer.

Who is your best role model?

Michal Heron/PH College
Determine WHAT YOU VALUE

What Really Matters to You?

Values are unique to each individual. What you value and consider important to your life and success may be at the bottom of the list for someone else. A value is simply a principal or quality that you think is worthwhile and regard highly. You may value honesty or love or friendship in your life. Others may put primary importance on money or possessions. Others’ values might include family, children, or career.

So, why are values important to us? They usually drive our decisions, determine how we treat others, guide us in reacting to certain situations, and help direct our moral behavior. When we act in a way that goes against what we value, our conscience begins to gnaw at us. That little voice inside our head begins to let us know that what we have done, or what we are about to do goes against our moral code—our values. When we make decisions or act in a way that goes against the values established by society or our workplace, we begin to suffer in different ways such as being terminated or reprimanded. Therefore, knowing what you value and what society and your workplace value will be exceedingly important to your success and mobility.

Our personal value system also serves as a motivational force in our lives. What we value, we work to keep, protect, enrich, and get more of. We are motivated by what brings us joy and peace, and unless we hold a firm picture of our value system in our hearts and minds, we may be working for the wrong things.

Take a moment and circle the words in the following list that best indicate what you value. If one or more of your personal values is not on the list, add them to the bottom.

Service to others Privacy Interaction
A healthy love relationship Money Honesty
Fairness Challenges Respect
The environment Family Friends
Justice Success Education
Leisure time Faith Money
Ladership abilities Fun activities Beauty
A nice home Fine car Stylish clothes
Safety Health Comfort
Fame/popularity Independence Control
Reputation Physical activity Pets
Decision making Speaking Writing

Now for the hard part—if you could only have one thing in your life that you valued and this value had to sustain you in your personal and professional life, which value above would you choose?

Why?

How will this one value help you be successful in your career?
THE POWER OF YOUR VALUES AND BELIEFS

What Do You Believe In and Hold in High Esteem?

It has been said, “If you think you can’t, you can’t. If you think you can, you can.” Countless studies have been conducted on the power of personal beliefs and positive thinking. A belief is what we consider to be true or false. A belief is a conviction that we hold so dearly that it literally causes us to act in one way or another. If you believe that you are going to fail your math test, you probably will. If you believe that you have nothing to offer to the world, you probably do not. Our beliefs are powerful and central to our self-esteem and personal motivation. Consider the following examples:

Abraham Lincoln lost eight elections, went bankrupt twice, lost two children, and had a complete nervous and mental breakdown all before he became president of the United States. He believed that he could govern this country... and he did.

Walt Disney was fired from his first job because his boss thought he did not have any creativity or good ideas and considered him to be a poor sketch artist. Disney believed that he was much more talented than his boss gave him credit for.

Tina Turner, raped and beaten by her own husband, Ike, had to sue in a court of law to keep her identity—her name. Ike believed that she would never be successful without him. She believed otherwise. After their divorce and business partnership ended, she recorded many songs, won several Grammys, and has sold over 300 million albums. Her beliefs paid off.

Ray Romano was fired from the TV show NewsRadio while it was still in rehearsal. He believed that he had talent as a comedian and went on to develop, produce, and write the Emmy-winning series Everybody Loves Raymond.

Maya Angelou has won three Grammys for the spoken word and has been nominated twice for Broadway’s prestigious Tony Award. However, as a young girl, she was raped by her mother’s boyfriend and did not speak again for four years. By the time she was in her twenties, she had been a cook, streetcar conductor, cocktail waitress, dancer, madam, high school dropout, and unwed mother. However, she believed that she had talent as a writer and poet. Her beliefs paid off, too. She became only the second poet in U.S. history to write and deliver an original poem at a presidential inauguration (for Bill Clinton).

Some examples of beliefs are:

- I believe that honesty is always the best policy.
- I believe that it is important to save ten percent of my paycheck each month.
- I believe that hard work will always pay off in the end.
- I believe that people are basically good, not evil.
- I believe in God.

Our beliefs can guide us through many troubled times. They can help us when everything seems to be going against our hopes and dreams. They influence our attitudes and behaviors. However, even though they are very powerful, beliefs alone will not get you an Emmy or the presidency of the United States. Beliefs must be followed by hard work, active goals, and many sacrifices.
Think about a belief that you hold dear. What is that belief?

________________________________________________________________________

________________________________________________________________________

How can this belief help guide you in your career or job-making decisions?

________________________________________________________________________

________________________________________________________________________

CREATING YOUR OWN PERSONAL BRAND—ME, INC.

Who Do You Want to Become?

Brands are everywhere. The Nike swoosh, the Starbucks cup, Levi rivets, the AT&T globe—the list goes on and on. Big companies understand the importance of establishing a distinctive brand. You need to take a lesson from big companies and establish a brand for yourself. You are literally the CEO of your own company: Me, Inc. As you prepare to interview for a job, you need to be preparing to market yourself. You should be striving to “develop the micro equivalent of the Nike Swoosh” (Peters, 1997). You need to develop your brand!

You have an opportunity to stand out and to develop your own brand, to become exactly what you want to be. You have to figure out how to create a distinctive role for yourself, a message that conveys who you are. As you work through this book, you may want to change parts of your brand, but the main thing for you to focus on right now is getting started.

THE POWER OF THE RIGHT ATTITUDE AND OPTIMISM

What Do You Need to Improve?

You’ve heard it all your life: “You have a great attitude.” Or maybe “You have a bad attitude.” Or “You need to improve your attitude.” Perhaps you have heard it said this way: “Attitude is not important—attitude is everything.” Parents, teachers, coaches, and bosses all talk constantly about attitude. Why are attitude and optimism so important? Perhaps it is because what you think and how you feel about yourself has so much to do with how you perform at school and later at work. 

The remarkable thing we have is a choice every day regarding the attitude we will embrace for that day. We cannot change our past . . . We cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude.

—Charles R. Swindoll
Attitude is important in all aspects of your life: school, work, relationships. A recent national survey asked the question, “What counts more . . . Employee aptitude . . . hard skills and technical competencies or employee attitude . . . relational skills, motivation and positive outlook? Nearly 60% of corporations said attitude was the no. 1 concern” (Teamwork Newsletter, 2008).

Exactly what is attitude? Attitude is the manner in which you act or your disposition toward whatever is happening. For example, you may care about your schoolwork or you may not be interested. You might treat people with respect or you may be disrespectful toward some people. You either come to school on time and listen or you get there late and slouch in your desk and look disgusted. You have a willing attitude at work or you have a “let somebody else do it” disposition. All of this has to do with your personal attitude.

Your attitude affects your performance at school and at work; it also affects others’ performance because one person with a bad attitude can be a downer on everyone around them. Not

Figure 1.4 Working on Yourself

- **Smile** even when you really just want to sit down and cry or when being grouchy and hurtful is easier than being nice. Greet everyone with a smile and good thoughts and feelings.
- **Push yourself** to be outgoing and friendly even when you feel shy and want to withdraw. Remember that most people feel shy and insecure at times. By being friendly, you will be helping others who are struggling.
- **Try to avoid worrying** about things that might happen. Deal with the here and now—that will usually be more than enough to keep you busy. It has been said that only 8 percent of our worries actually come true and they are usually small worries when they happen. Instead of worrying, focus your energy on doing great work at school or on your job.
- **Give people sincere compliments.** Tell them how nice they look or specifically what a great job they did. Look right at the person and brag on him or her. Being nice to someone else takes nothing away from you, and it wins friends and influences people if you are sincere.
- **Avoid getting caught up in the gossip mill.** Volunteer nice remarks about people when they are not present, especially if someone else is running them down. Stand up for people who are being mistreated when you can.
- **Try to be helpful to others,** especially if someone is having a really bad day or a difficult time in their lives. Offer to pick up something for them or buy them lunch or just listen. Kindness is never forgotten, and everyone needs it.
- **Get up early and exercise for a few minutes** to get your adrenaline working. Meditate and concentrate on all the good things in your life. Count your blessings instead of your problems.
- **Rid yourself of negative baggage** that you have been carrying around with you—bad things that happened, and you keep bringing them up in your mind. Forgive yourself and others for things that happened in the past that hurt you. It is very important for you to forgive yourself! In your mind, put all the negative things you are still holding onto in a big suitcase. Take this suitcase into the forest and leave it there with all the negativity that you have been carrying around way too long. Now, pretend that you are walking out of the forest into the sunshine.
- **Be aware that everyone you meet is carrying some kind of burden or dealing with a problem.** A negative reaction from someone may be a reflection of a difficult problem they are struggling with rather than the fact they are simply not nice people. Try to listen to people’s words but also their body language. Look at people around you. What can you do to help them? You will find that if you help others, you will feel better about yourself, and they will help you when you need it.

Only 8 percent of our worries are actually over legitimate troubles. 40 percent of our worries never happen. 30 percent of our worries concern the past. 12 percent are needless worries about health, 10 percent are insignificant.

—Dr. Walter Cavert
only must you work on your personal attitude, you have to learn not to let others make you feel bad about yourself or to put a damper on your day. So how do you get this magical attitude that makes things so much better for you and everyone with whom you come in contact? Consider the tips in Figure 1.4.

GETTING RID OF NEGATIVISM AND AVOIDING NEGATIVE PEOPLE

Who Drags You Down and Makes You Feel Small?

One thing you need to know is that you can’t change anyone unless he or she wants to change—that includes people with negative attitudes. You can only change yourself and how you allow other people’s negative attitudes to affect you. As you deal with certain people who make you feel small or put you down, consider your feelings after you have interacted with them. What was the result of your being in contact with that person? Did you feel worse or distressed or depressed? Did talking to a certain person make you begin to doubt your ability to do something that you really wanted to do? This is what attitude is all about—you simply can’t let those people control you and your emotions. So what do you do to rid yourself of this negativism and negative people’s attitudes? Study the tips in Figure 1.5.

Figure 1.5 Working on Relationships

- Make up your mind that you are in control of yourself and that you will not let anyone else steal your joy and optimism. This may take time. The person who makes you feel bad could be your mother or your significant other or a good friend. Is there a person or people who make you feel bad almost every time you interact with them? Sometimes you simply have to distance yourself from these people so you can get healthy yourself—even if it is someone whom you love very much.

- Try to be helpful to negative people. Point out the positive. Try to offer them constructive solutions, but don’t let them become destructive to you.

- Be aware of how you feel after you have been in contact with certain people. Who lifts you up? Makes you laugh? Encourages you? Increase your time with these people and decrease your time with those who bring you down.

- When faced with challenges that are very difficult, think about all the good things and the good people you have in your life. Spend time with a person who really cares about you. Remember to listen to them as well as talk about your own problems.

- Remember that you have to get along with negative people, especially at work. You might put this advice under the category “social diplomacy.” “Employees who have good professional skills but do not relationally get along with co-workers, clients or management are now considered incompetent” (Teamworks Fall Newsletter, 2008). More people are terminated because of attitude-related problems than lack of job skills. Social diplomacy can take you a long way at work and in life.

The optimist sees opportunity in every danger; the pessimist sees danger in every opportunity. —Winston Churchill
Chapter 1

Discover

Choose Optimism and Surround Yourself with Optimistic People

What Can I Gain by Surrounding Myself with Positive People?

Your attitude is yours. It belongs to you. You own it. Good or bad, happy or sad, optimistic or pessimistic, it is yours and you are responsible for it. However, your attitude is greatly influenced by situations in your life and by the people with whom you associate. Developing a winning, optimistic attitude can be hard, yet extremely rewarding work. Motivated and successful people have learned that one’s attitude is the mirror to one’s soul.

Optimism has many benefits beyond helping you develop a winning attitude. Researchers have found that people who are optimistic live longer, are more motivated, survive cancer treatment at a greater rate, have longer, more satisfying relationships, and are mentally healthier than pessimists. This would suggest that developing and maintaining a winning, optimistic attitude can help you have a longer and more satisfying quality of life.

Listen to yourself for a few days. Are you more of an optimist or a pessimist? Do you hear yourself whining, complaining, griping, and finding fault with everything and everybody around you? Do you blame others for things that are wrong in your life? Do you blame your bad grades on your professors? Is someone else responsible for your unhappiness? If these thoughts or comments are in your head, you are suffering from “I CAN’T Syndrome” (Irritated, Contaminated, Angry, Negative Thoughts). This pessimistic condition can negatively influence every aspect of your life, from your self-esteem and your motivation level to your academic performance, your relationships, and your career success.

If you want to eliminate “I CAN’T” from your life, consider the following tips:

- Work every day to find the good in people, places, and things.
- Discover what is holding you back and what you need to push you forward.
- Visualize your success—visualize yourself actually being who and what you want to be.
- Locate and observe positive, optimistic people and things in your life.
- Make a list of who helps you, supports you, and helps you feel positive, then make a point to be around them more.
- Take responsibility for your own actions and their consequences.
- Force yourself to find five positive things a day for which to be thankful.

You’ve seen the difference between an optimist and a pessimist. Both are everywhere—at work, at school, and probably in your own family. Positive, upbeat, and motivated people are easy to spot. You can basically see their attitude in the way they walk, the way they carry themselves, the way they approach people, and the way they treat others. Negative people are also easy to spot—they are grouchy, late, and disappointing.

Learn from both as you move through the days and months ahead. Choose your friends carefully. Seek out people who have ambition, good work habits, positive attitudes, and high ethical standards. Look for those who study hard, enjoy learning, are goal oriented, and don’t mind taking a stand when they believe strongly about something. Befriend people who have interests and hobbies that are new to you. Step outside your comfort zone and add people to your circle of friends who are from a different...
culture, are of a different religion, or who have lived in a different geographic region. You’ll be happily surprised at how much enrichment they can bring to your life and how much you grow personally and professionally in the process.

Be wary, however, of the others. Whiners. Degraders. Attackers. Manipulators. Pessimists. Backstabbers. Abusers. Cowards. Two-faced racists, sexists, ageists, homophobes, ethnocentrists. These people carry around an aura so negative that it can almost be seen as a dark cloud above them. They degrade others because they do not like themselves. They find fault with everything because their own lives are unrewarding. Many of these people will do nothing to use their potential but will attack you for being motivated and trying to improve your life. We call them contaminated people.

Examine the two lists that follow. As you read through the lists, consider the people with whom you associate. Are the majority of your friends, family, peers, and work associates positive or contaminated?

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<th>Positive People:</th>
<th>Contaminated People:</th>
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<tr>
<td>Bring out the best in you</td>
<td>Bring out the worst in you</td>
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<tr>
<td>Find the good in bad situations</td>
<td>Find the bad in every situation</td>
</tr>
<tr>
<td>Are gracious and understanding</td>
<td>Are rude and uncaring</td>
</tr>
<tr>
<td>Build people up</td>
<td>Sabotage people, even loved ones</td>
</tr>
<tr>
<td>Support your dreams</td>
<td>Criticize your hopes and plans</td>
</tr>
<tr>
<td>Make you feel comfortable and happy</td>
<td>Make you feel uneasy, nervous, and irritable</td>
</tr>
<tr>
<td>Tell you the truth and offer constructive criticism</td>
<td>Are two-faced and use harsh language to “put you in your place”</td>
</tr>
<tr>
<td>Are open-minded and fair</td>
<td>Are narrow and ethnocentric</td>
</tr>
<tr>
<td>Are patient</td>
<td>Are quick to anger</td>
</tr>
<tr>
<td>Are giving</td>
<td>Are jealous and smothering</td>
</tr>
<tr>
<td>Love to learn from others</td>
<td>Think they know everything</td>
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As you think about the list above and the people in your life, ask yourself, “Do I surround myself with more positive or contaminated people?” As you consider your friends, family, classmates, and work associates, use the space below to compare and contrast one positive person with one contaminated person in your life.

Positive Person
His/Her Attribute:

Contaminated Person
His/Her Attributes:

Compare and Contrast:
UNDERSTAND YOUR EMOTIONAL RESPONSES

Who Is Pushing Your Buttons?

Should evolution be taught in the public school system? Should the drinking age be lowered to 18? Should 16-year-olds be allowed to drive? Should hate crime laws be abolished? Should same-sex couples be allowed to marry and adopt children? What emotions are you feeling right now? Did you immediately formulate answers to these questions in your mind? Do your emotions drive the way you think or act?

Emotions play a vital role in our lives. They help us feel compassion, offer assistance to others, reach out in times of need, and they help us relate with compassion and empathy. On the other hand, our emotions can cause problems in our thinking process. They can cloud issues and distort facts. They can make us act in inappropriate ways when normally, we would not—and this can affect our performance and attitude in the workplace. Emotions are not bad—as a matter of fact, they are good and help us be human. However, it is of paramount importance that you know how to identify when your emotions are calling the shots and how to control them. You do not have to eliminate emotions from your thoughts or actions, but it is crucial that you know when your emotions are clouding an issue.

Your mentality shapes your reality.
—Bert Goldman

ARTICULATE YOUR HOPES AND GOALS

Where Are You Going with Your One Lifetime?

“Go tell it on the mountain, over the hills and everywhere . . . ” “Why would I want to do that?” you might ask. “If I tell everyone my hopes and dreams and goals, they’ll know if I don’t make it.” Yes, but they will also know when you do—and they can help you make it.

By letting others know what you want from your life or your career, they can help you bring it to fruition. By sharing what type of position you want or where you would like to work, others can be on the lookout for you, and you can do the same for your peers.

Consider this: You have a secret desire to become an animation artist for Pixar Animation Studios. Yes, it is a major film company producing such hits as Finding Nemo, Cars, and Toy Story. “How stupid to think that someone from Newell, Iowa (population 887) could ever go to work for one of Disney’s major studios,” you might think. Wrong. Wrong. Wrong. Everyday people get fabulous dream jobs. Someone became the veterinarian for Lady Gaga’s pets, someone became Oprah’s personal trainer, and someone became an animator for an upcoming Disney/Pixar film. Others became the head mechanic for Delta Airlines and a chef at MGM Grand in Las Vegas, a nurse at Mercy Hospital, a firefighter for New York City, and a fashion design intern for Versace. Why? Because they had talent, they worked hard, they had a belief that they could do it, and they let others know of their hopes and dreams.

Consider this. You told your classmate that you really want to become a physical therapist. Your peer takes his mother to physical therapy one
day and overhears a conversation between two staff members about an opening. She mentions this to you. You stop by the therapy center to inquire and they are very impressed that you knew about the position and took the initiative to stop by. You fill out an application, leave your résumé, and two days later, you’re called in for an interview to become an intern.

You are fast becoming what you are going to be.
—Patricia G. Moody

Reflections: PUTTING IT ALL TOGETHER

A great deal of your success in the workplace depends on the characteristics and qualities you bring with you. Your attitude, optimism, and personality type will all affect your performance at work. It is important that you find good role models to emulate, that you build a strong set of values and beliefs, and that you rid yourself of negativity about yourself and others. Knowing what you want, staying focused on your goals, and working hard will be valuable assets in the workplace.

DIGITAL BRIEFCASE

PERSONAL BRANDING

Review the information on personal branding on page 000. Answer the following questions as you think about creating your own brand: Me, Inc.

- What is unique about you? (Do you have special talents? Are you loyal and dedicated to your company and coworkers? Do you have unique technology talents?)
- What is a feature benefit about you? (Are you always on time? Do you deliver high-quality work? Do you get along well with team members? Are you great at problem solving?)
- What have you done that you are most proud of? (Were you on the tennis team? Did you make the cheerleading squad? Did you succeed at a part-time job? Did you volunteer for a charitable activity?)
- How do you sell the “sizzle” about yourself? (What can you do to be noticed and appreciated? Can you take on a project for an organization? Can you volunteer for tasks at work? Are you careful what you send out via technology that can easily be passed on to anybody else? (How about your personal advertisements when you text, e-mail, or post something to your Facebook wall? Do you stop and think before engaging in popular pastimes like “sexting”? Are you thinking when you post pictures on Facebook that might come back to haunt you later?)
- Do you volunteer or participate in things that give you power? (If your meetings are disorganized, can you volunteer to write an agenda that keeps your group on track?) Can you put together an informal user’s group that can give you honest feedback on how your brand is doing? Ask them to give you an honest assessment of how you are perceived and what they think you need to do differently.)
- How do you measure up against four important benchmarks?
- Are you a great team member and supportive colleague?
- What are you a real expert at that adds value to your personal brand?
What are you doing that adds to your ability to apply vision to everything you do?
Are the things you are trying to accomplish practical and doable?

If you are smart, you will figure out the answer to all these questions and create a brand for which you are known, a brand that sells the best features of who you are and what you have to offer. It takes time, and it’s not easy, but it is absolutely essential to your success. Know who you are! Know what you want! Build the brand that takes you there!

By thinking about who you really are, what you want, what you need, and what you have to offer an employer, you can better determine the type of position you will need in order to be happy, successful, and continue growing. If you focus on matching your vocation together with your passion, you will never face a day of “work” in your life. Work hard on developing your personal brand (Peters, 1997).

So, let’s get to work on creating your personal brand.

Complete the following questions about yourself as you begin to work on developing your special brand—Me, Inc.

1. Write at least three things that you think are unique about you.

2. Name at least one feature benefit about you.

3. What special talent can you add to a company’s everyday function that will make you stand out?

4. Name something you have done that you are very proud of.

5. What can you do to get noticed in a subtle, positive way without appearing that you are bragging?

6. Do you personal messages you send reflect positively on you? Which things do you need to start doing or stop doing?

7. What can you volunteer to do at work or school that will give you positive visibility?

8. Name at least three people who can serve as your “user’s group” and who will tell you honestly what you need to know and what you need to do differently.
9. Measure yourself against the four benchmarks mentioned above. How are you doing? Give yourself a grade from A to F.

1. _______________________________ 3. _______________________________
2. _______________________________ 4. _______________________________

You should now be ready to focus on developing your brand, an important step in discovering who you are and what you have to offer.

REFERENCES


