

MEMORANDUM

To: Lesli Pintor
From: Brennen Herr
Date: March 15, 2018
Subject: Personal Brand Narrative with Audience Analysis

As requested, I have compiled a personal brand narrative that outlines various aspects I have learned about myself through this exercise and the semester so far. This will give you a good idea of the desired image I want to project when I present myself to my target audiences in the Professional Digital Profile assignment. This document will cover my CarrierLeader review and self-assessment, core values, target audience, external perception, and main motivator.

CarrierLeader Review and Self-Assessment

When taking a deeper look at the CarrierLeader review and the self-assessment questions one of the things that stood out to me is how much this semester has changed how I view myself. Before, I knew teamwork was an important part of the business world, but I had bad experiences in the past that lead to me despising working on a team. I now see teamwork as an important part of the environment I thrive in. I feel most at home working in a team, and that is where I am most productive.

Additionally, my strengths work best when I am in a team environment. In this setting, I enjoy taking a leadership role but also am able to recognize when a teammate would be more qualified or knowledgeable and fill a support role instead. I also have a greater attention to detail than most of my peers. This allows me to turn in quality deliverables that need little changing in order to be correct. I also am able to better quality check the work of my teammates.

Core Values

While the way I wish to be perceived is constantly changing, my values remain constant. The first thing I value is integrity. I want to hold to this moral standard no matter the situation, even if that means on day losing my job due to standing for what I believe in. The second thing I value is initiative. The ability to see a problem and to find a creative solution without having to be told is a quality I want to bring to every situation. Finally, the third thing I value is relationships. Both in my personal and professional life cultivating and maintaining meaningful relationships is important to how I live my life.

Target Audience

As an MIS student the main target audience I am eager to present myself to are tech companies. Some of the specific companies I am interested in are IBM, Honeywell, Microsoft, and Google. The way I communicate with these companies is usually through digital means such as email or LinkedIn messaging. There have also been a few times which I was given the opportunity to meet face to face with a recruiter. I want to show my target audience that I will exponentially increase the investment they place in me.

External Perception

I want those around me to see me as creative, innovative, a quick learner, driven, and passionate about what I am doing. I want to be genuine and come across as someone with integrity who can provide value in any situation. Furthermore, I want to show that I am well rounded by not only focusing on my education, but also focusing on making the most out of my time here. I want to show I can be independent, but also a team player. I am a winner, someone who is aggressive when they need to be but who desires to diffuse conflict.

Equally important is what I am doing to project this view of myself. I do this by behaving in line with my desired image throughout my life and not just in my professional interactions. I live life with integrity and I naturally am a tenacious person who wants to win and push myself past what I am told is possible. Though I might do my best to live my life this way, I also don't have much of an online presence. I forget to post online because I never got into the habit of it. This can definitely harm the image I am trying to project if I am unable to meet with recruiters of these companies and they only get to know me through my digital profile.

Main Motivator

The main theme that runs throughout all of my personal and professional life is teamwork and building relationships. I work best when on a team and I am motivated to work my hardest when surrounded by people who I enjoy being around. Also, being on a team of people who are striving for the best stirs up my desire to win and drives me to go above and beyond.

Surrounding myself with people who make me better is how I am able to accomplish my best work and provide the best value in whatever I am doing.

Conclusion

In this document I discussed my CareerLeader review and self-assessment, core values, target audience, external perception, and main Motivator. Taking a closer look into my personal brand has been a very helpful experience that has led to me gaining a better understanding of how I want to present myself to others and who I want to present that image to. If you have any questions or feedback please contact me at baherr@email.arizona.edu.