



Building your personal brand is an important step in meeting your career goals. Knowing who you are, what your beliefs are, and what contribution you want to make to society will give you the compass you need to succeed. First, we start with WHY. To start with WHY means to start with the reason why you do what you do, rather than starting with what you do. This will allow you to define your beliefs and find jobs or challenges that align with your purpose. Every single person on the planet can tell you what they do. Some people can tell you how they do it, or the values or traits that guide them. But, scholar Simon Sinek tells us that very few people can tell you why they do what they do, or the contribution they make and the impact that creates.

Your WHY statement is your purpose, cause, or belief. It isn't to make money or have fun, these are results of your WHY statement. Your WHY isn't related to what you do. Instead, what you do should be proof of your WHY. To get your WHY, look at what impact you make on the world and what contributions you make.

To _____ (contribution)
so that _____ (impact).

Your personal elevator pitch is an extension of your WHY statement. It encompasses your WHY but also tells more of your personal story. Use the question prompts below to help you develop an elevator pitch that is memorable and succinct.

- ▶ What are my strengths? What are my weaknesses?
- ▶ What makes me indispensable?
- ▶ How am I unique?
- ▶ What motivates me?
- ▶ What do you want to be known for?

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