

# MY CAREER STORY

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**Introduction:** Your career story is a powerful tool that allows you to showcase your unique experiences, skills, and values to potential employers or networking connections. Crafting a compelling career story helps you stand out in the job market and effectively communicate your brand. This worksheet will guide you through creating your own career story. Before starting this exercise, complete the "Self-discovery" Worksheet.

The point of this exercise is to have foundational information you can pull from to answer questions during interviews and when people would like to know more about your career journey.

Grab a notebook and pen to jot down your answers.

## Section 1: Self-Reflection

### 1.1 My Values:

- List three important values to you (e.g., creativity, independence, teamwork).
- Explain why each value is significant in your life.

Example:

- Value: Creativity
- Explanation: I value creativity because it allows me to approach problems in innovative ways, which has led to successful projects in my previous roles.
- Side note: When writing out your explanation, feel free to add a specific example.

### 1.2 My Strengths:

- Identify three of your key strengths or skills (e.g., communication, problem-solving, leadership).
- Provide an example of each strength in action.

Example:

- Strength: Communication
- Example: In my last internship, I improved team communication by implementing a weekly status update email, leading to a 20% increase in project efficiency.

### 1.3 My Passions:

- List three areas or topics you are passionate about (e.g., sustainability, technology, mentoring).
- Share a brief story or experience related to each passion.

Example:

- Passion: Sustainability (taking care of our planet and its resources so that we can continue to live well today and also ensure that future generations can live well, too).
- Story: I volunteered with a local environmental organization to organize a community cleanup event, which reinforced my commitment to sustainable practices.

## **Section 2: Professional Experiences**

### **2.1 Work and Internship Experiences:**

- Highlight two significant work or internship experiences from your past.
- Describe your roles, responsibilities, and key accomplishments for each.

Example:

- Experience: Marketing Internship at ABC Company
- Responsibilities: Managed social media accounts, created content, and increased engagement by 25% in three months.

### **2.2 Educational Achievements:**

- Mention any academic achievements, extracurricular activities, or projects that stand out.
- Explain how these experiences have contributed to your personal and professional growth.

Example:

- Achievement: President of the Marketing Club
- Contribution: Organizing events and workshops improved my leadership and event-planning skills.

## **Section 3: Personal Brand Statement**

### **3.1 Crafting Your Brand Statement:**

- Combine your values, strengths, passions, and experiences into a concise personal brand statement.
- Your statement should convey what makes you unique and why you are a valuable asset to potential employers or collaborators.

Example:

- Personal Brand Statement: "I am a creative and passionate marketer with a knack for enhancing brand visibility through innovative strategies. My commitment to sustainability drives my work, and I excel in collaborative environments."

## **Section 4: Putting It All Together 4.1 Final Career Story:**

- Using the information you've gathered, write a brief career story that introduces you to others.
- Your story should include your personal brand statement and highlight one or two key experiences that demonstrate your skills and values.
- Include your future goal pertaining to your career.

Example:

- Career Story: "I'm Tiera, a marketing enthusiast passionate about sustainability. I've honed my skills through internships, like my role at ABC Company, where I boosted social media engagement by 25%. My commitment to creativity and sustainability fuels my desire to make a positive impact. My ultimate goal is to work as a marketing specialist for a company where sustainability is at the core of their business. I am eager to contribute to improving marketing efforts through creative digital marketing."

**Conclusion:** Your career story is a dynamic tool that can evolve as you gain new experiences and skills. Regularly update and refine it to reflect your personal and professional growth. Remember that your unique story sets you apart and helps you connect with others who share your values and goals.