**Soft Skills and Personal Branding Workshop Worksheet**

Workshop Roadmap:

Soft Skills Self-Assessment:

* My natural soft skill is **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

Customer Service Etiquette

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 Customer Service Etiquette Learning Check: What is one piece of customer service etiquette you will implement into your life?

Workplace Etiquette, Norms, and Best Practices

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 Workplace Etiquette, Norms, and Best Practices Learning Check: What is one thing you will do to make yourself more polished for your job search or daily workplace?

Being a Team Player, Motivation, and Relationship Building

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 Being a Team Player, Motivation, and Relationship Building Learning Check: Who is one person you have worked with that made an impact on you? And why?

Attendance, Punctuality, and Time Management

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 Attendance, Punctuality, and Time Management Learning Check: What steps will you implement to help yourself get to work on time or management your time better?

Effective Communication

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 Effective Communication Learning Check: What is one area of communication you are a natural at? What is one area you are going to work on improving your skills on?

Building Your Brand

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What is a SWOT?

* A SWOT analysis is a framework for identifying and analyzing the internal and external factors that can have an impact on a person or business.

SWOT Acronym:

**S:** Strengths: What are you good at? Can you motivate people? Or maybe you are mindful of small details?

**W:** Weaknesses/ Areas for Improvement: What are your weaknesses or areas you want to improve moving forward? Being aware of these areas is the first step towards not letting them come in your way.

**O:** Opportunities: What opportunities do you see around you? Where are people with your skills are sought in the market?

**T:** Things That Could Change: Is there something that can change at any moment? What external factors or influences could impact you in building your brand?

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| S | W |
| O | T |

Building Your Personal Brand Worksheet

Your Brand Pitch:

Top 3 Values, Traits, and Strengths:

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| Values | Traits | Strengths |
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Your Short-Term Career Goals:

Your Long-Term Career Goals:

Your Passions:

Building Your Personal Brand Worksheet

What Do You Want Your Legacy to Be?

Top 3 Action Items:

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Every impression you make, all the little things you do at work, and what you bring to the table adds up. Just like Legos. You can insert your brand into your resume, your interview, and experiences. Don’t forget, every day and in each interaction, you can decide how the Legos of your brand are stacked!

 Building Your Brand Learning Check: How will you use your brand in your job search, your current position, or your long-term career goals? Use your Top 3 Action Items.

 Soft Skills and Personal Branding Homework:

1. If you did not have a chance to complete your Soft Skills Self-Assessment, please complete that so you know what your natural strengths are!
2. Reflect on your Learning Checks from each section. These can help you become more comfortable talking about yourself, your experiences, and what you bring to the table.
3. Review how to implement your soft skills and your brand into your job search and/or your career goals.
4. Connect with a Workforce Connection Center Career Consultant if you want additional information or support!