Template: Your Personal Guidebook

# Part 1

## Select three (3) skills from either of the lists below that you have developed during your business program journey and explain how you are ready to apply these skills.

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| --- | --- |
| Industry Skills | [10 Employability Skills](https://library.strayer.edu/10skills) |
| Management | Problem Solving |
| Leadership | Results-Driven |
| Operations | Communication |
| Marketing | Technology |
| Business Development | Agility |
| Business Technical Skills | Self and Social Awareness |
| Process Improvement | Productivity |
| Finance/Budgeting | Initiative |
| Forecasting | Innovation |
| Strategic Planning | Relationship Building |
|  |  |
| **Explain Choice 1:** Enter your text here. |
| **Explain Choice 2:** Enter your text here. |
| **Explain Choice 3:** Enter your text here. |

# Part 2

## Review your resume. Explain what changes you will make (or have made) to reflect the knowledge, skills, and abilities you have gained from the business program. Reflect on your personal S-Curve in your explanation.

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| --- |
| Enter your text here. |

# Part 3

## Consider your social media presence and how it aligns with your career goals and academic accomplishments. Audit your social media presence and describe changes you can make to showcase completion of your degree and ensure your social media aligns with your personal brand (consider your S-Curve).

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|  |
| **Identify three social media platform(s) you currently use or could use in the future to advance your career goals.** | Enter your text here. | Enter your text here. | Enter your text here. |
| **Explain how you can use each platform to increase your career opportunities and provide potential employers with a clear vision of your accomplishments, goals, and personal brand.** | Enter your text here. | Enter your text here. | Enter your text here. |

# Part 4

## Write a personal brand statement. Your personal brand is who you are, what you do, and what you want. A personal brand statement should be clear and concise (1-3 sentences). This statement can be used on your resume, social media, or in an elevator pitch.

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| Enter your text here. |

# Part 5

## Explain one key takeaway you hope to gain from this course in preparation for the next phase of your career or continued academic journey. (Your response should be 3-5 sentences)

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| --- |
| Enter your text here. |

This course requires the use of Strayer Writing Standards (SWS). The library is your home for SWS assistance, including citations and formatting. Please refer to the [library site](https://library.strayer.edu/sws) for support. Check with your professor for any additional instructions.