## Worksheet Seven: Who Am I?

Read the sample branding statements below.

1. **STUDENT:** Poised to apply strong leadership, entrepreneurial, and business-development background as a successful MBA student.
2. **PROJECT MANAGER:** Delivering excellence in operations management, design implementation, and strategic, collaborative problem-solving to the industrial construction industry.
3. **TAX ACCOUNTANT**: Offering accounting experience and specific expertise in tax research, strategy, and planning.

Write a one sentence branding statement that communicates the quality and kind of work you offer your potential employers.

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Rate your branding statement.

Branding Statement Rubric 5-Very well 4-Well 3-Somewhat 2-Barely 1-Very little or not at all

1. Does the statement communicate uniqueness?
2. Does the statement present an accomplishment or skill?
3. Does the statement highlight personality traits?
4. Does the statement indicate potential benefits?