Profile Development & Self Branding

Overview

This course gives you the opportunity to learn about participating in local and community initiatives and delving into your passions, developing an entrepreneurial mindset. We focus on creating a personal brand. You. You will work with an advisor to develop a CV that you can then present to the universities you apply to. You will also create reflective pieces, a journal filled with all your ideas and even develop “How to” guides that can help you in further academic years.

Objectives

- Volunteer outside academic boundaries
- Leverage your passions
- Be a leader of tomorrow

Structure

- Develop monthly goals and reflections.
- Provide weekly updates on progress through a writing piece (blog post, article, journal entry, etc.).
    - Your advisor will review the content and structure of your update and provide feedback.
    - Along with your checklist on your weekly goals, you will provide a writing sample to your advisor based on your overall progress. This writing sample can be through any writing style.
- Develop a CV.
    - Describe activities in 3 detailed bullet points, using the correct terminology and action words.
- Work with your advisor to part-take in volunteer programs within and outside of school that meet your potential career interests.
    - Working with NGO’s
    - Participating/Organizing in fundraisers
    - Volunteering at pension homes
    - Working with younger students
    - Working with handicapped students and adults
- Brainstorm business ideas or areas you can grow your own personal product/service. Work with you advisor to develop an entrepreneurial mindset.
    - Form a volunteering group at your school/ in your local community
    - Create your own sports team/book club/writing team/etc.
    - Develop an idea for an app
    - Write an article and get it published
    - Create a website
    - Aim to read 1-2 biographies per month