**MEMORANDUM**

**To:** Lesli R Pintor, Instructor

**From:** Hannah Sher, Student

**Date:** October 11th, 2018

**Subject:** Personal Brand Narrative

As requested, here is my personal brand narrative based on the survey results from several respondents that I’ve personally worked with. This document will give you the opportunity to gain a better understanding of my personal brand through internal and external points of view on my behaviors and personality. In this document, I will analyze the survey results to assess my core values and personality, areas of improvement, and plans moving forward.

**Core Values and Personality:**

After comparing the results with my own, it’s clear that the survey respondents noted several common traits worth mentioning. With regards to the PeopleStyles assessment, the majority of respondents identified me as an expressive while one identified me as a driver. Drivers and expressives share an assertive trait, but while drivers are typically more stern, expressives are more spontaneous and animated. I’ve always been encouraged to express myself through creative outlets, particularly music and art, and it’s exciting to watch my creativity translate into the ideas, concepts, and applications used in a business setting.

While my artistic upbringing contributes to my open mindedness, I simultaneously strive to be a highly motivated individual with a clear vision of my purpose and plan of action. The survey suggests that when it comes to working on a team, I possess leadership qualities such as innovation and extroversion. I wasn’t surprised when all three respondents recognized that I’m a fast paced individual who’s more apt to openly show feelings. While my observable personality showcases a lot of my strengths, it presents challenges that have the potential to hold me back if I don’t bring awareness to them.

**Areas of Improvement**:

 As mentioned above, the results suggest that I’m fast-paced and expressive when it comes to giving presentations, working in a team, or simply having a conversation. But these traits can have downfalls that can hinder my success if I’m not careful. For example, my loose body language and impulsive mannerisms can allude to a lack of finesse or critical thinking on my part. This idea is supported by the fact that my lowest score was in the ‘Planning and Precision’ category, with one respondent giving me a 3. In order to improve this area, I need to focus more attention to taking the time to plan out things before I do them. This can mean making multiple drafts before a final, practicing my presentation skills in front of a camera, or getting feedback from others.

**Moving Forward:**

As a business professional, I’m gaining new experiences every day that continue to build on my tacit knowledge. One thing that is inherently stable between respondents is my strong work ethic and creativity. I believe that art and business should be integrated at every possible opportunity. Not only do I use painting and singing to express myself, I also create videos, such as my visume and Sales Fast Track episodes to express my creativity as a professional. Sensory aids (visual, auditory, and tactile) contribute to memory when learning, but they also make work more enjoyable. Whether it’s in a presentation, advertising campaign, or sales pitch, I intend to think outside of the box to develop new and innovative solutions to the problems that lie ahead.

In this document, I analyzed the external and internal survey results to assess and develop my personal brand. Thank you for presenting me the opportunity to prepare this document. If you have any further questions or concerns, please contact me at hannahsher@email.arizona.edu.