

## 6. Self-marketing and personal statements

### Australian blueprint for career development

Career Management Competency											
1	2	3	4	5	6	7	8	9	10	11	12

### Learning intention

Students will develop an understanding of the importance of creating a personal statement that reflects their skills, knowledge and aspirations.

### Success criteria

Students can identify their skills and interests and capabilities and use these to create a personal statement.

### Resources

- Personal branding [examples](#)
- TED talk '[5 steps to building a personal brand you feel good about](#)' on YouTube (6:14)
- Access to the myfuture website ([my career profile](#)) or alternatively, the [print version](#).
- Simplified - [Personal bio examples](#)
- Worksheet – Personal statement

### Classroom organisation

- Whole class
- Groups or pairs
- Individual

### Preparation

- View the resources and TED talk in advance to be familiar with the content.
- Print a copy of the worksheet for each student.

## Activity 1

- Define 'personal brand' for students– the act of marketing yourself or your career as a brand.
- Ask students to think about celebrities with a clear personal brand or style. You may need to prompt students with people like Elon Musk, Billie Eilish or Oprah Winfrey.
- [18 effective personal branding examples done right in 2023 \(webflow.com\)](#) may be used as a source of ideas for students who struggle to identify examples.
- With reference to their individual examples, ask students to identify what makes a strong personal brand.
- Play the TED talk '[5 steps to building a personal brand you feel good about](#)' on YouTube.
- With reference to the TED Talk and individual student examples, lead a discussion on why a personal brand is important.
- Ask students to think about their own personal brand. Ask them to make a mind map with their own values, skills and aspirations.
- Completing the 'my career profile' on myfuture can help students to identify their strengths, interests and skills that can be added to the mind map.

## Activity 2

- Show students examples of different [personal statements](#).  
A personal statement is a written account of who you are, what interests you and what your goals are in life.
- Remind students that their personal statement should serve as a compass, guiding them towards a desired destination to helping focus on long-term goals.
- A personal statement is not set in stone. It is important to revisit and revise your personal statement to ensure it remains aligned with aspirations and values.
- Students complete the worksheet Personal statements to support creation of their own.

## Reflection

Ask students to share their personal statement with a partner and seek feedback or suggestions. Based on these discussions, students should be allowed to edit their personal statement.

## Worksheet – Personal statement

Reflect on your strengths and aspirations. Consider the traits you admire in others to help create your personal brand and statement.

1. What are the strengths that others acknowledge in you?

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2. When working in a team, what roles do you like to undertake?

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3. Which strengths and skills are going to be most helpful in achieving your career goals?  
Looking up a specific career on myfuture may help identify skills that you need.

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4. What skills would you like to improve but have not had the opportunity to practice?

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5. What things that cause you stress? (e.g., late to class, being disorganised, people pleasing, money)

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6. What are some things that other people do that annoy you? (e.g., being late, gossiping, not pulling their weight, sloppy work, borrowing money, arguing)

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7. Circle at least 5 words that you value.

Accuracy	Contentment	Fun	Kindness	Recognition
Adventure	Creativity	Generosity	Knowledge	Relaxation
Affluence	Dependability	Growth	Leadership	Respect
Altruism	Discipline	Health	Learning	Security
Ambition	Diversity	Honesty	Love	Sensitivity
Assertiveness	Efficiency	Humour	Loyalty	Speed
Balance	Empathy	Imagination	Mindfulness	Spirituality
Bravery	Enthusiasm	Impact	Optimism	Strength
Celebrity	Fairness	Independence	Originality	Success
Charity	Faith	Integrity	Perfection	Teamwork
Comfort	Fame	Intelligence	Power	Wealth
Compassion	Family	Justice	Punctuality	Winning

8. Choose your top 5 words from question 7 and write what they mean to you below. Look up the definitions to these words to see how they differ.

Value	What this word means to me
1	
2	
3	
4	
5	

9. What would you do during your holidays if money was not a consideration?

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10. What are your favourite activities or hobbies?

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11. If you were to volunteer, what type of volunteering would you do?

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**Putting it all together – creating a personal statement**

Summarise the key words that you can draw from different questions in your worksheet under the headings below. Use these to create a personal statement that could be used on your resume or a professional page like LinkedIn in the future.

<b>Skills</b>	
<b>Values</b>	
<b>Passions</b>	
<b>Social cause</b>	

12. Using the template below and the information from the table above, create a personal statement or biography.

- First sentence: [Introduce yourself and state your full job title and a brief description.]
- Second sentence: [Career philosophy or goal, i.e. "I enjoy helping people."]
- Third sentence: [List specific accomplishments, awards, education and certifications.]
- Fourth sentence: [Your current location and availability, relevant personal details such as hobbies.]

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