

# **Developing An Entrepreneurial Mindset**

## **Building Your Brand**

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# BRAND

A company's brand is its promise to its customers. It's the communications strategy that helps you communicate your passion and expertise.



# LOGO

**A RECOGNIZABLE GRAPHIC DESIGN ELEMENT THAT REPRESENTS A BUSINESS, A PRODUCT, OR A PERSON.**



# **TAGLINE**

**A BRIEF SLOGAN USED IN MARKETING TO DEFINE A BUSINESS, A PRODUCT, OR A PERSON.**

- **FINGER LICKIN' GOOD**
- **HAVE IT YOUR WAY**
- **MELTS IN YOUR MOUTH, NOT IN YOUR HANDS**
- **THEY'RE...GR-R-REAT!**

# PERSONAL BRAND

**PERSONAL BRANDING HIGHLIGHTS WHAT YOU ARE KNOWN FOR, WHAT PEOPLE SEEK YOU OUT FOR AND WHAT YOU WANT TO BE KNOWN FOR.**

**ARE YOU GREAT AT...**

- **MATH**
- **LACROSSE**
- **BEING A SUPPORTIVE FRIEND**



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## **WHAT DOES BRANDING HAVE TO DO WITH GETTING READY FOR THE WORKING WORLD?**

- **WHAT WOULD HAPPEN IF A COMPANY HAD A BAD IMAGE OR POOR REPUTATION?**
- **WOULD YOU TRUST THE COMPANY AGAIN?**

Activity  
(7 Minutes)

# BRAND INTERVIEW



# YOUR PERSONAL BRAND

**WHAT IMPRESSION WILL FUTURE EMPLOYERS HAVE OF YOU BASED ON YOUR SOCIAL MEDIA PRESENCE?**



**ACTIVITY  
(7 MINUTES)**



# DESIGN YOUR PERSONAL BRAND LOGO





- ✓ **PEOPLE, LIKE COMPANIES, EXPRESS THEMSELVES THROUGH THEIR ACTIONS, APPEARANCE, AND CHOICES—ALL OF WHICH BUILD A REPUTATION.**
- ✓ **STUDENTS: FUTURE EMPLOYERS WILL LOOK AT WHAT BRAND YOU HAVE BUILT FOR YOURSELVES WHEN DECIDING WHOM TO EMPLOY.**

# JA IT'S MY FUTURE

## SESSION TWO OBJECTIVES: CAREER CLUSTERS



- **EXAMINE CAREER CLUSTERS AND THE JOBS IN EACH CLUSTER THAT YOU WOULD LIKE TO FURTHER EXPLORE.**
- **UNDERSTAND THE INTERCONNECTIVITY AND VALUE OF ALL TYPES OF JOBS.**



**CLOSE YOUR EYES  
AND IMAGINE YOUR  
FUTURE.**



# YOUR FUTURE



- **HOW DO YOU ACHIEVE THAT GOAL?**
- **WHAT EDUCATION DO YOU NEED?**
- **DO YOU NEED SPECIALIZED TRAINING?**
- **DOES IT PAY WELL?**
- **ARE YOU THE BOSS OR DO YOU WORK FOR YOUR DREAM COMPANY?**

# CAREER CLUSTER

- **GROUPS OF JOBS AND INDUSTRIES THAT ARE RELATED BY SKILLS AND PRODUCTS.**
- **16 CATEGORIES CREATED BY THE US DEPARTMENT OF EDUCATION**



# 16 Career Clusters

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Activity  
(10 minutes)

# EXAMINE THE CAREER CLUSTERS



- **WHAT IS THE FAVORITE JOB YOU FOUND?**
- **DID YOU LEARN ANY NEW JOBS?**
- **WHAT IF NO ONE CHOSE TO DO CERTAIN JOBS?**

**THESE ARE JUST A FRACTION OF WHAT IS ACTUALLY  
AVAILABLE!**

**GO TO THE JA STUDENT CENTER AT  
[STUDENTCENTER.JA.ORG](http://STUDENTCENTER.JA.ORG)  
TO LEARN MORE.**

**ACTIVITY  
(10 MINUTES)**



# Create a Job Mural



**EW**

- ✓ **YOU HAVE IDENTIFIED POSSIBLE JOBS FROM THE CAREER CLUSTERS NOW, TO HELP YOU MAKE GOOD DECISIONS IN THE FUTURE.**
- ✓ **FEW PEOPLE STUMBLE INTO INTERESTING JOBS. THOSE COME WITH PLANNING, TRAINING, AND EDUCATION.**
- ✓ **THE FIRST STEP IN PLANNING THE FUTURE IS KNOWING WHAT SKILLS AND INTERESTS YOU HAVE AND WILL NEED.**

# JA IT'S MY FUTURE

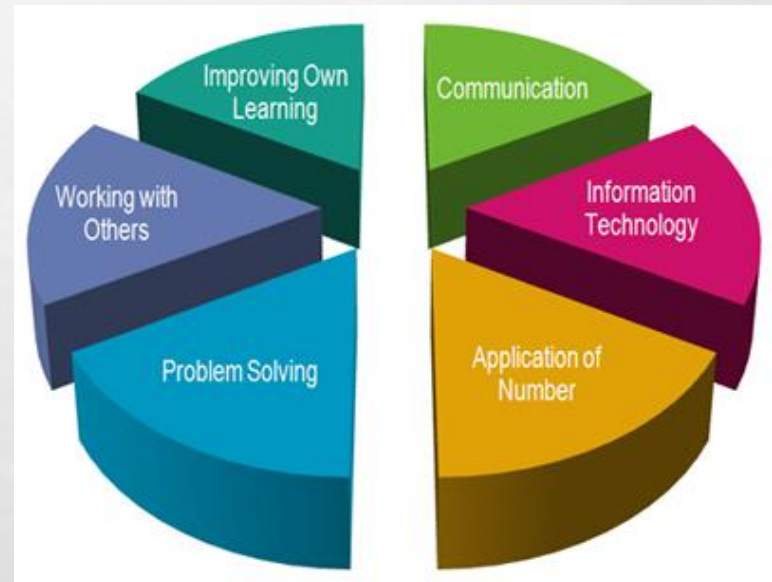
## SESSION THREE OBJECTIVES: HIGH GROWTH CAREERS



- **RECOGNIZE THE FOUR FACTORS TO CONSIDER IN CHOOSING A JOB.**
- **EXAMINE INDUSTRIES THAT ARE FORECASTED TO HAVE HIGH GROWTH.** ★

# SKILLS

**A PERSON'S TALENTS  
OR ABILITIES.**



# INTERESTS



# WORK ENVIRONMENT

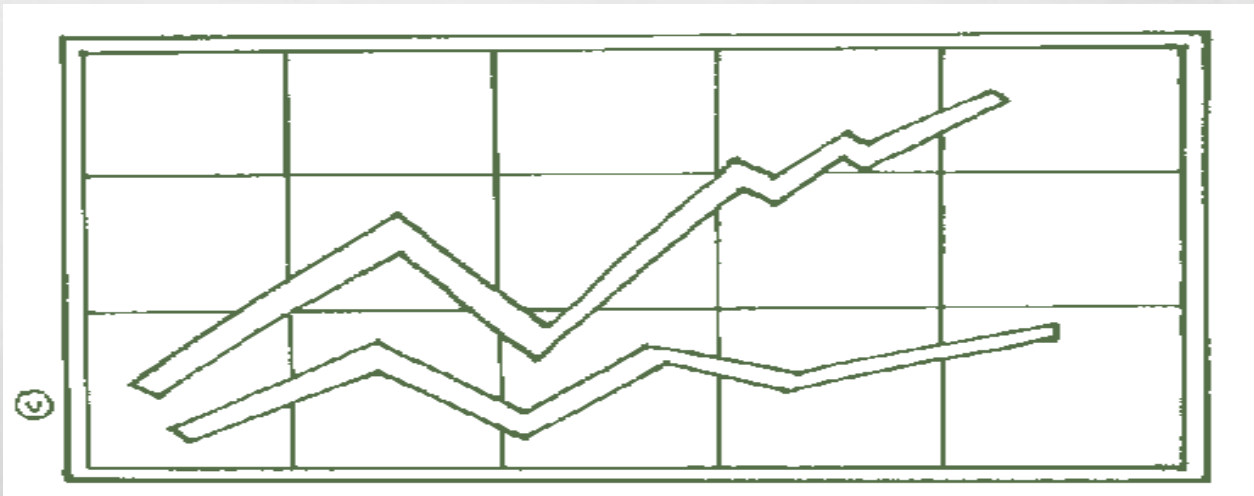


**THE QUALITY OF LIFE RELATED TO A JOB POSITION, INCLUDING PHYSICAL CONDITIONS AND PERSONAL FACTORS.**

# JOB OUTLOOK

**A PREDICTION OF THE**

**FUTURE NUMBER OF CERTAIN JOBS,**

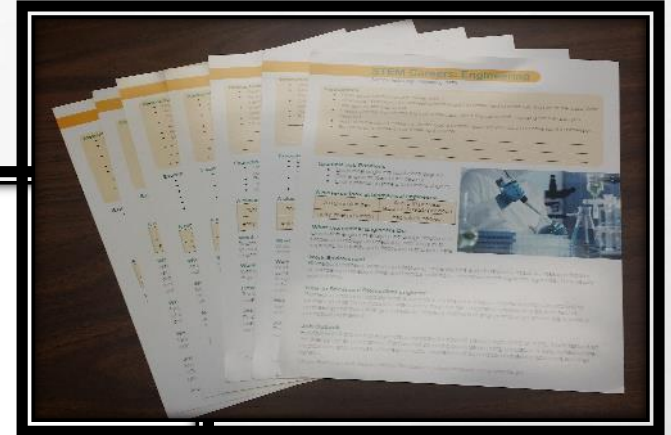


# HIGH-GROWTH JOBS

**OCCUPATIONS PREDICTED TO HAVE MORE POSITIONS AVAILABLE THAN QUALIFIED APPLICANTS OVER THE NEXT 10 YEARS.**



**ACTIVITY  
(15 MINUTES)**



## Career Fair Recruiting



## **Want to know more about these fields?**

- ✓ Find detailed information at the JA Student Center's Career Exploration page at

**[studentcenter.ja.org](http://studentcenter.ja.org)**

Activation Code: N3235773GYT

# JA IT'S MY FUTURE

## SESSION FOUR OBJECTIVES: CAREER MAPPING



- **IDENTIFY WORK SKILLS ALREADY DEVELOPED FROM EXPERIENCES AND ACTIVITIES.**
- **PLAN SIGNIFICANT MARKERS YOU NEED TO REACH TO EARN A PARTICULAR JOB.**



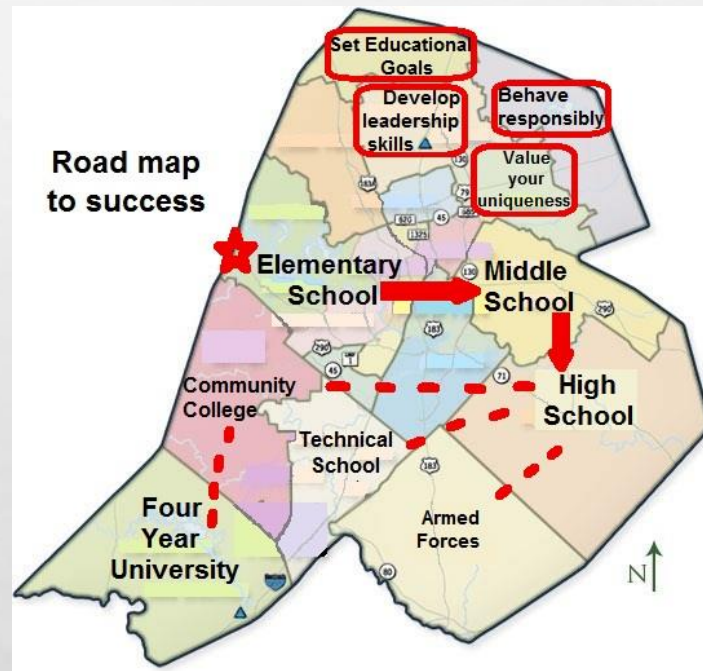
**WOULD YOU LIKE TO BE A VETERINARIAN?**

# IF YOU HAD TO DRIVE ACROSS COUNTRY HOW WOULD YOU KNOW WHERE TO GO?



**ACTIVITY**  
**(15 MINUTES)**

# Create Your Career Map



# FILL IN YOUR PERSONAL MAP

## Reminders:

**ELEMENTARY: FIND EXAMPLES OF MILESTONES, EVENTS, CLUBS, OR OTHER ACTIVITIES THAT HELPED YOU FORM POSITIVE WORK HABITS.**

**MIDDLE-SCHOOL: BRAINSTORM MILESTONES YOU HAVE ACCOMPLISHED OR COULD ACCOMPLISH TO HELP YOU BECOME A SUCCESSFUL EMPLOYER IN THE**

**FUTURE.**

**SHORT-TERM GOAL: LIST ONE THING YOU CAN DO IN THE NEXT TWO WEEKS THAT COULD HELP YOU PREPARE FOR A CAREER OR LEARN MORE ABOUT ONE THAT INTERESTS YOU.**

**HIGH SCHOOL/POST-HIGH SCHOOL: ADD MILESTONES YOU NEED TO REACH TO ACHIEVE THE CAREER YOU WANT**



**What skills or experiences could help you on your career journey?**

**Join a service organization**

**Get a part-time job**

**Volunteer**

**PARTICIPATE IN A TRAINING PROGRAM**

# JA IT'S MY FUTURE

## SESSION FIVE OBJECTIVES: ON THE HUNT

- **RECOGNIZE BASIC JOB-HUNTING TOOLS, INCLUDING APPLICATIONS, RESUMES, RECOMMENDATIONS AND INTERVIEWING.**
- **ANALYZE WHERE TO LOOK FOR A JOB**
- **UNDERSTAND THE IMPORTANCE OF KEEPING A RECORD OF VITAL INFORMATION.**

**ACTIVITY**  
**(15 MINUTES)**

# Scavenger Hunt



**HOW DO YOU...**

**...FIND AN OPEN JOB POSITION?**

**....FILL OUT A JOB APPLICATION AND OFFER A  
RESUME?**

**....PARTICIPATE IN A JOB INTERVIEW?**

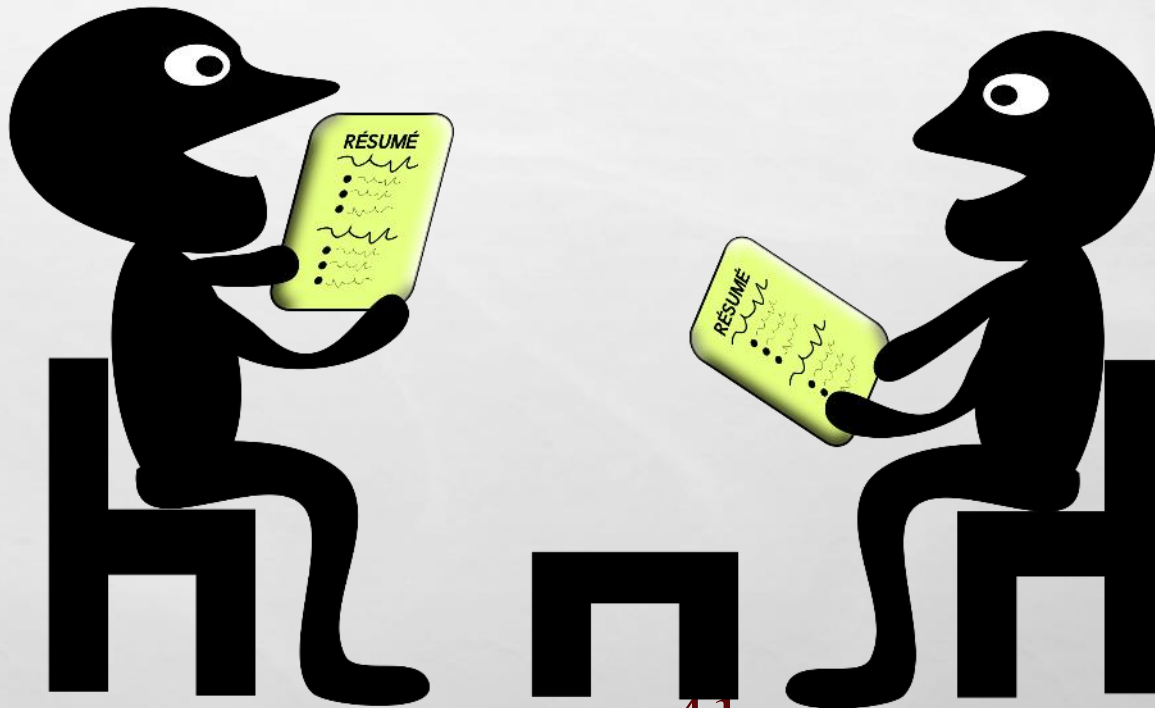
# RESUME

**A WRITTEN SUMMARY OF A PERSON'S EDUCATION, SKILLS, AND WORK EXPERIENCE.**



**ACTIVITY**  
**(15 MINUTES)**

# Practice Your Job Interview Skills





# REVIEW

What tips did you learn today?

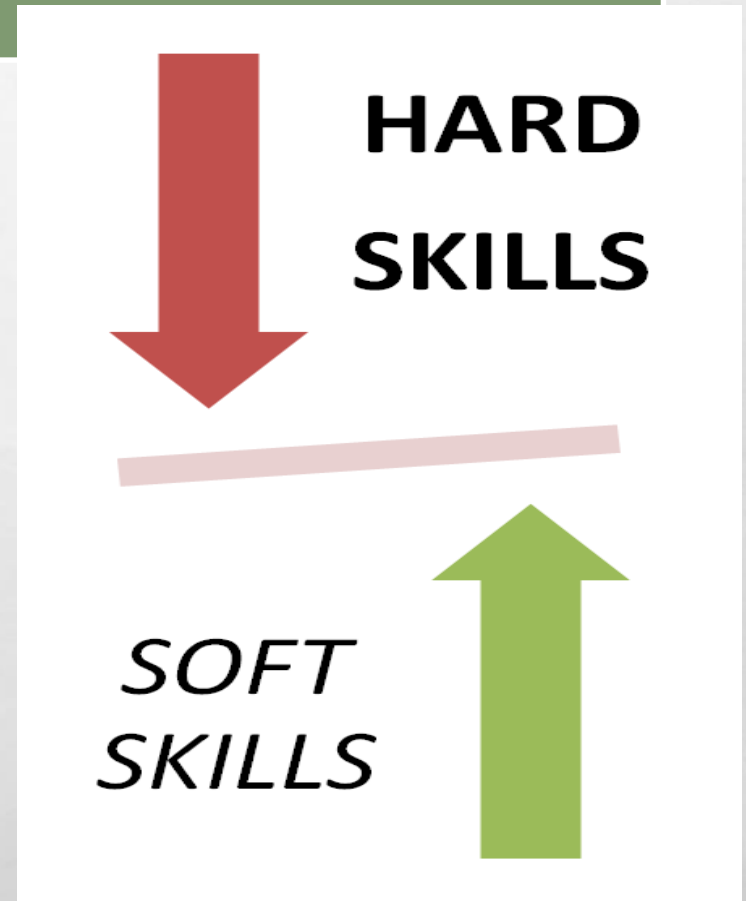
# **JA IT'S MY FUTURE**

## **SESSION SIX OBJECTIVES: HOW TO KEEP (OR LOSE) A JOB**

- **DIFFERENTIATE BETWEEN TECHNICAL SKILLS AND SOFT SKILLS.**
- **DESCRIBE SPECIFIC SOFT SKILLS THEY ALREADY POSSESS AND THOSE THEY NEED TO PRACTICE.**

# SOFT SKILLS

**PERSONAL ATTRIBUTES AND ABILITIES  
NOT DIRECTLY TIED TO A SPECIFIC JOB  
TITLE BUT WHICH ARE NEEDED IN  
MOST JOBS.**



# TECHNICAL SKILLS

**THE ABILITY**



**PROFESSION.**

# How can you keep or lose a job?



**ACTIVITY  
(20 MINUTES)**

# Create your career blog





# REVIEW

Most jobs are earned through good career planning and strong technical skills. But, often, jobs are lost because of poor soft skills.

Personal behavior matters in the workplace!

# REFERENCE

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- NEW TO BIG: HOW COMPANIES CAN CREATE LIKE ENTREPRENEURS, INVEST LIKE VCS, AND INSTALL A PERMANENT OPERATING SYSTEM FOR GROWTH BY DAVID KIDDER AND CHRISTINA WALLACE | APR 2, 2019
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