

If you are **not** applying for the scholarship,
use this document for

**IGNITE CREDIT for watching MILA GRIGG
keynote and completing Action Plan Activity.
Submit to Dr. Clark by April 16, 2021 to
la.clark@mtsu.edu**

**If applying for the Ascend Scholarship, Dr.
Anderson will share those applications with me
for IGNITE credit for Mila Grigg keynote.**

Name:

MTSU Email Address:

MTSU Major:

**Attend (or watch) Ethics Week Keynote by Mila Grigg – Building and Sharing the
Authentic You on 4/8 at 11:20 am. Video available at**

<https://www.mtsu.edu/econfin/tfninlitweek.php>

Place an X by the one that applies: Attended on 4/8 (get IGNITE CREDIT)

Watched the posted video

**(to get IGNITE CREDIT, watch video and do
ACTION PLAN)**

**Submit this ETHICS Action Plan and submit to Dr. Clark by Friday, April 16th, at 11:59
pm in the following way:**

For IGNITE credit, submit to la.clark@mtsu.edu

**If you are submitting a scholarship application, Dr. Anderson will share those with
me for IGNITE credit.**

Personal Brand Action Plan.

Mila Grigg challenged you in the Ethics Week keynote to start thinking about your goals, what is important to you, to define your why. Then, by doing so, be intentional about developing a personal brand that is consistent with your goals, values, and who you are.

Developing a personal brand is a process and it takes time. Every process has a starting point. The purpose of this action plan is to get you started.

Step 1: What are my personal values? A value is a judgment about what is important in life. Examples include family, honesty, friendships, challenge, etc. List 4-5 values. These are the things you believe are the most important to you (not anyone else – but you).

Step 2: Where do those values come from? Discuss the people, experiences, reasons that those values are important to you?

Step 3: What are your goals for the next three to five years? On a personal level and on a work level, write down at least three goals of things you want to accomplish both personally and career-wise. Try to include one goal that is very important to you but also a challenging goal for you.

Step 4: What is my WHY? Simon Sinek defines a WHY as a person's deep-seated purpose, cause or belief that is the source of one's passion and inspiration. Jot down some ideas of what your WHY is. This is just a starting point.

Step 5: Clues as to my personal brand today. Mila Grigg has developed a Brand Attributes inventory to help us think about our personal brand. Review the inventory on **the next page**. List five attributes that others would describe you as having today, and then list five attributes you would like to be associated with your personal brand in the future:

Attributes of my personal brand TODAY (How people see me today)	Attributes I want of my personal brand in the FUTURE (How I want people to see me)

SEE NEXT PAGE

Brand Attributes

Look at these words below – think about what each word means and how it relates to you. Do you see these words as a way someone would describe you? Some of these words may represent a message that your brand does not currently communicate, but you wish it did. Feel free to add any words that may not be on the list below. Remember, we are looking for words (descriptions) you want people to think about you the instant they see you, hear you or read something you have written.

- | | | |
|--|---|---|
| <input type="checkbox"/> Accomplished | <input type="checkbox"/> Efficient | <input type="checkbox"/> Picky |
| <input type="checkbox"/> Adventurous | <input type="checkbox"/> Elegant | <input type="checkbox"/> Polished |
| <input type="checkbox"/> Ambitious | <input type="checkbox"/> Punctual | <input type="checkbox"/> Positive |
| <input type="checkbox"/> Approachable | <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> Precise |
| <input type="checkbox"/> Assertive | <input type="checkbox"/> Ethical | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Attractive | <input type="checkbox"/> Excellence | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Awkward | <input type="checkbox"/> Extroverted | <input type="checkbox"/> Quirky |
| <input type="checkbox"/> Bright | <input type="checkbox"/> Flexible | <input type="checkbox"/> Refined |
| <input type="checkbox"/> Capable | <input type="checkbox"/> Formal | <input type="checkbox"/> Reliable |
| <input type="checkbox"/> Caring | <input type="checkbox"/> Forward thinking | <input type="checkbox"/> Relaxed |
| <input type="checkbox"/> Charming | <input type="checkbox"/> Generous | <input type="checkbox"/> Reliable |
| <input type="checkbox"/> Competent | <input type="checkbox"/> Healthy | <input type="checkbox"/> Resilient |
| <input type="checkbox"/> Confident | <input type="checkbox"/> Honest | <input type="checkbox"/> Risk-taking |
| <input type="checkbox"/> Connected | <input type="checkbox"/> Humble | <input type="checkbox"/> Savvy |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Innovative | <input type="checkbox"/> Self-assured |
| <input type="checkbox"/> Considerate | <input type="checkbox"/> International | <input type="checkbox"/> Self-motivated |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Introverted | <input type="checkbox"/> Sharp |
| <input type="checkbox"/> Credible | <input type="checkbox"/> Inventive | <input type="checkbox"/> Shy |
| <input type="checkbox"/> Curious | <input type="checkbox"/> Intelligent | <input type="checkbox"/> Sincere |
| <input type="checkbox"/> Current | <input type="checkbox"/> Knowledgeable | <input type="checkbox"/> Strategic |
| <input type="checkbox"/> Decisive | <input type="checkbox"/> Loving | <input type="checkbox"/> Stylish |
| <input type="checkbox"/> Detail Oriented | <input type="checkbox"/> Loyal | <input type="checkbox"/> Successful |
| <input type="checkbox"/> Discerning | <input type="checkbox"/> Methodical | <input type="checkbox"/> Thoughtful |
| <input type="checkbox"/> Down to earth | <input type="checkbox"/> Modest | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Dramatic | <input type="checkbox"/> Motivating | <input type="checkbox"/> Upbeat |
| <input type="checkbox"/> Driven | <input type="checkbox"/> Organized | <input type="checkbox"/> Versatile |
| <input type="checkbox"/> Likable | <input type="checkbox"/> Outgoing | <input type="checkbox"/> Visionary |
| <input type="checkbox"/> Effective | <input type="checkbox"/> Passionate | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Dynamic | <input type="checkbox"/> Persuasive | <input type="checkbox"/> Worldly |

Step 6: How I spend my money and manage my finances – what does that communicate about my personal brand today? Look at your banking account over the last few months and think about how you have spent your money, how you have saved money, etc. What do those decisions communicate to others about what is important to you? What you value?

Step 7: How authentic are you meaning how well do your actions/decisions and what you portray to others align with what you value, your goals, and your deep-seated purpose? Most of us will have areas of misalignment. Discuss at least two areas of misalignment that you see. If you have no areas of misalignment, discuss how you have been able to maintain strong alignment between your values, goals, and purpose and your actions/decisions and personal brand.

Remember to save your document as a PDF with your last name as the file name and submit it to LA.Clark@mtsu.edu by Friday, April 16th at 11:59 pm.

For more information on how to build your personal brand, look for a book by Mila Grigg forthcoming in October titled ***Forged by Fire: How to Build an Unstoppable Personal Brand.***