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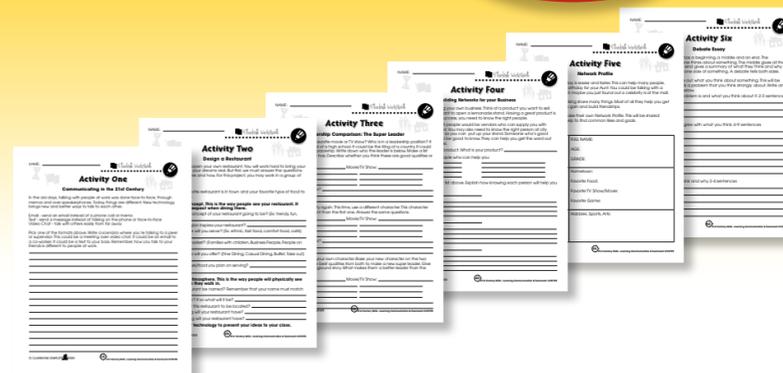
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NAME: \_\_\_\_\_

# Building Networks & Branding

## Good Traits + First Impressions

When looking for a job, it's good to know the good things about you. These are your traits. Sometimes it is hard to think of good things about yourself.

### Group Activity:

1. Talk to 2 different classmates. Ask them to describe you. This will help you start to make a list of good things about yourself. Use the questions below:

a) What are some good things about me?

\_\_\_\_\_

b) What are the first three words you think of when you think of me?

\_\_\_\_\_

c) If you told a friend about me, what would you say?

\_\_\_\_\_

d) What do you think others think of me when they first meet me?

\_\_\_\_\_

2. Look over all the words below. Circle 3-5 words that you think reflect yourself best. Next, pass this sheet to a classmate. Have them check mark (✓) 3-5 words that describe their first impression of you.

Hard Working	Shy	Smart	Eager	Patient	Outgoing
Mature	Polite	Teacher's Pet	Helpful	In Charge	Friendly
Motivated	Nervous	Confident	Well Spoken	Organized	Messy
Honest	Lazy	Silly	Curious	Easy Going	Neat

NAME: \_\_\_\_\_

# Building Networks & Branding

## Build Your Personal Brand

The first step of a network is making a personal brand for yourself. When you think of the word "brand" what does it mean to you? Write your answer below.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Branding** is used in business. It helps companies sell things to people. A **Personal Brand** is the same thing. It is how YOU sell YOURSELF to the world.

You need to think about:

- the image you want to show the world
- the message you want to give
- what makes you special

Ask yourself:

- What am I good at? What am I already known for?
- What am I passionate about? What makes me different?
- What would I like to achieve in my life?
- How do I define success?
- What do I want a boss to remember about me?

Write down some words that describe who you are below.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your brand is your personal message. It will help you get a job. It lets people remember who you are. It lets them remember what you can give. You can use it when meeting someone for the first time. You can use it when writing your resume. You can use it with social media.

NAME: \_\_\_\_\_

# Building Networks & Branding

## How to Act at a Job Fair

Bill is at a local job fair with his friend Jill. Bill has a handful of resumes and a notepad. He's wearing jeans, sneakers and a band t-shirt. Jill is wearing a tailored suit with dress shoes. She has a folder full of resumes, a notepad and a light snack with her.

Jill has a list of six employers. She's looked online and found they are hiring for a job she wants. She has a list of questions for the job at each company.

Bill doesn't have a list. He didn't look up any of the employers. He's hoping to just stumble into something he likes.

After shuffling for five minutes. Bill finally gets up to the first employer. He smiles, says 'Hi', sits down and asks what jobs they're hiring for.

Jill patiently waited in line for ten minutes. She says 'Hello, it's a pleasure to meet you,' and gives a firm handshake. She then asks about the job they're hiring for. Who is doing things right? Who is doing things wrong? Why?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Career and job fairs let you network. They let you see which companies are currently hiring. It also gives you a chance to talk directly with the employer and ask questions. This is good for learning new things and meeting new people.

Do a search online for a local job or career fair. They will usually give important information and list who will be there.

Make your own list of companies and what you'd like to do there.

Company	Position
1.	1.
2.	2.
3.	3.

Remember: be confident, be polite and have a good time.

NAME: \_\_\_\_\_

# Building Networks & Branding

## Elevator Speech

Networking is a great tool to help you get a job. Meeting the right people can get you in the door. But networking can be scary! **Networking** is talking to others and getting to know them. You will learn what they do, their likes, dislikes and so on. You never know who you might meet. They could end up being great to have in your network! With this in mind, you need to be ready. You should have an "elevator speech" ready. This is a quick blurb to introduce yourself. It is a quick speech that is about 30 seconds. Long enough for a quick elevator ride.

### Steps to an elevator speech:

1. Smile and say hello. "I am \_\_\_\_\_" or "My name is \_\_\_\_\_."
2. Say what you do and why. "I am a \_\_\_\_\_" or "I am interested in \_\_\_\_\_."
3. Say what makes you different. Tell a story about how you are special. How have you made a change?
4. Hook your listener. Let them contact you. Give your business card or book a meeting right away. "I am looking to be introduced to..." or "I would like to chat more..."

**Let's practice:** Write about yourself. Write about your likes, dislikes, and any groups or clubs you are in. You can write about your favorite subject in school. You can write about what job you hope to have.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now, pick a partner. Take 3 minutes and talk about yourself. Explain what you wrote above. Listen to your partner's speech. When you have both read your speech, find a new partner. Continue until you have introduced yourself to everyone in the class.

Did this help you get to know one another better? Did anyone have the same interests as you? Did this surprise you? Do you think having an elevator speech ready helps when you meet someone new? Why?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Building Networks & Branding

## Build Your Work Network

Learn how to build your work network. First, pick a job. One you would like to do.

*I would like to be a:* \_\_\_\_\_

**Work Networking** means finding other like people. Finding other people to share information. Finding other people to meet and share.

Explore how to build your work network. Answer the following questions. To help you, you can ask family or friends. You can also look on the web, a database, or the library.

**Connect:** Where would you find new people? Where would your peers hang out after work?

\_\_\_\_\_

**Attend:** What conferences or trade shows fit your job?

\_\_\_\_\_

**Join:** What clubs, sports or hobbies fit your job?

\_\_\_\_\_

**Follow-up:** After meeting someone, how could you follow-up sooner?

\_\_\_\_\_

**Offer:** What skills could you share with someone in your work circle?

\_\_\_\_\_

**Tell:** Get noticed by others. Why did you choose this job? What is your story?

\_\_\_\_\_

\_\_\_\_\_



# Building Networks & Branding

## Getting Ahead In Your Career

It is getting harder to find a good job today. Everyone is trying to get ahead in their career. This is not easy. It could mean working late nights. It could mean lost weekends. This may help but there are other ways to get ahead in your career.

Below are some tips to get ahead in your job.

**1. Network:** Even if you don't need a job you should always network. This could be just meeting someone for lunch. Going to a party. Working out at the gym. This could provide a new contract for your job. It could lead to a new career.

**2. Volunteer:** If there is a job that no one likes to do, offer to do it. It shows that you are willing to do any job. It may be in a different area. You can meet different people. This may help to get a better job.

**3. Keep Learning:** Some companies will help you get a better education. You can also take a course online or at a local college. The more you know, the better your resume will look.

**4. Join a Club:** This is great for networking. You get to meet new people. You get to do something you enjoy. You never know who you will meet. Maybe someone that can help you in the future.

**5. Be on Social Media:** Set up different accounts on social media. You have to be on these sites a lot for this to work.

**6. Outside Work:** You could take a job outside of your regular job. For example: You are a teller at a bank. You could help someone get a small business set up. This may help you earn a promotion. You could get a job helping someone who wants to start a business.

Below, list two other ways you may be able to get ahead in your career.

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_



# Bloom's Taxonomy

## Bloom's Taxonomy for Reading Comprehension

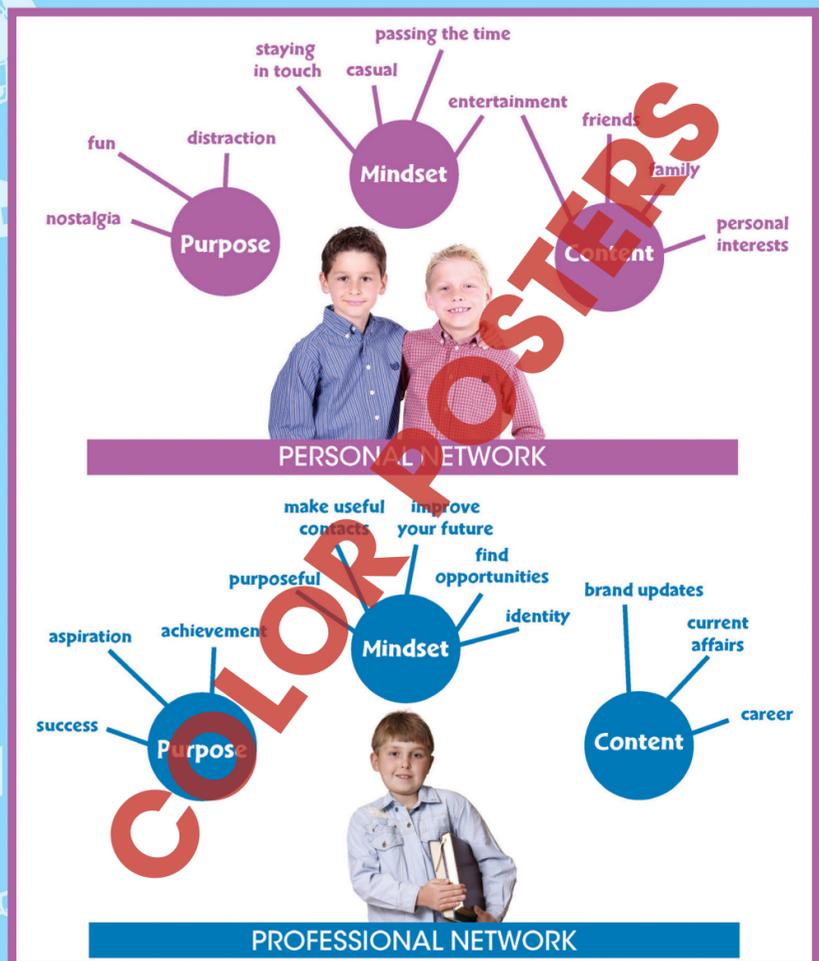
The activities in this resource engage and build the full range of thinking skills that are essential for students comprehension. Based on the six levels of thinking in Bloom's Taxonomy, assignments are given that challenge students to move beyond the worksheet to understand the information through higher-order thinking. By using higher-order skills of remembering, understanding, applying, analysing, evaluating, and creating, students become active learners, drawing more meaning from the information, and applying and extending their learning in more sophisticated ways.

Our resource, therefore, is an effective tool for any Social Studies program. Whether it is used in whole or in part, or adapted to meet individual student needs, this resource provides teachers with the important questions to ask and interesting content, which promote creative and meaningful learning.

## Vocabulary

- Branding:** Creating your own impression.
- Collaboration:** To work together for the same goal.
- Commitment:** To work just as hard as everyone else.
- Communicating:** To share ideas and things with others.
- Communication:** To get someone to know what you are trying to say.
- Compromise:** To come to an agreement.
- Confidence:** To believe in yourself.
- Conflict:** A fight with something or someone.
- Cons:** The not good things of something.
- Creativity:** To have great ideas and can think on your feet.
- Debate:** A talk with different sides.
- Digital Communication:** Using things like a computer or cell phone to talk.
- Inquiry-Based Learning:** Asking questions instead of giving facts.
- Integrity:** To be honest and fair.
- Leader:** A person that takes charge or leads.
- Mechanism Debates:** Set around a question of how something should be done.
- Motivation:** The reason to do something.
- Network:** A group of people who have things in common.
- Networking:** Talking to others and getting to know them.
- Personal Brand:** Helps YOU sell YOURSELF to the world.
- Problem Debates:** Set around a question if something is right or wrong.
- Pros:** The good things of something.
- Rebuttal:** To share the other side of something.
- Rube Goldberg Machine:** An everyday simple task that uses more than one step.
- Technology:** Using science to solve problems.
- Traits:** The good things about you.
- Work Networking:** Finding other people to meet and share.

# Comparing Personal and Professional Networks





# Building Networks & Branding

## How to Act at a Job Fair

Bill is at a local job fair with his friend Jill. Bill has a handful of resumes and a notepad. He's wearing jeans, sneakers and a band t-shirt. Jill is wearing a tailored suit with dress shoes. She has a folder full of resumes, a notepad and a light snack with her.

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Who is doing things right? Who is doing things wrong? Why?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Make your own list of companies and what you'd like to do there.

Company	Position
1.	1.
2.	2.
3.	3.

Remember: be confident, be polite and have a good time.



Answers will vary, but may include: Jill is doing things right because she is dressed nicely and takes the time to meet with people. Bill is doing things wrong because he is acting like he doesn't care.



Answers will vary.

Answers will vary.



Answers will vary, but may include:

9

Answers will vary.

**Circled words:** photos of your pet, weather posts, music that you like, photos of your family, posts that inspire, blog about your vacation, list of your skills, what you thought of restaurants

**Underlined words:** not nice photos, not nice language, bragging or showing off, mean posts, not right posts, bad things about old jobs, activity that isn't true, information that isn't right

**1.** The first conversation is short and said in passing. If you don't talk more about what's happening in your life, then you won't learn about opportunities.

**2.** The second conversation shared something new that led to a great opportunity.

**3.** Answers will vary.

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EASY MARKING ANSWER KEY