

Building your personal brand is an important part of your career journey. It's a way of creating a vision for your future and helping you see the steps you need to take to make that vision a reality. Just like a strong corporate brand does for a business, your personal brand will allow you to differentiate yourself from everyone else, showcase your unique strengths, market your results, and quantify your business value. Through the process of developing a recognizable personal brand, you'll learn more about who you are and what you want out of your career and your life. As a result, you'll gain confidence, become more focused, and strengthen your credibility with others.

The My Career Journey Bio (MCJ Bio), which communicates your personal brand, is part of your My Career Journey report. This report provides a snapshot of your brand and your career path, including your competency levels and targets, your development plan and progress toward goals, certificates, skills, and other accomplishments.

### Tips for Writing Your MCJ Bio

To help you write your My Career Journey Bio, Skill Builder asks 3 questions:

1. How long have you been in your current role, and what is a particular strength you bring to this role?
2. What are your interests and goals for this year?
3. What are your longer term career goals?

### Build Your Brand

Think beyond technical skills when listing your strengths. What about critical core skills, like listening, empathy, and creativity? Do you have a growth mindset? Are you curious, fearless? These are key skills for all of us, particularly emerging leaders. Are you strong in solving complex problems and telling stories that explain solutions? These are essential skills for technologists. Pick two or three to highlight.

### Clarify Goals

Write down one goal for this year. For example, do you want to master a specialized skill like data visualization or encourage more innovation and collaboration in your team? Write down a three-to-five-year goal as well. Keep it brief, but make it front and center on your My Career Journey page. That way, each time you go into Skill Builder to work on your personal development, you'll be reminded of the next destinations in your journey.

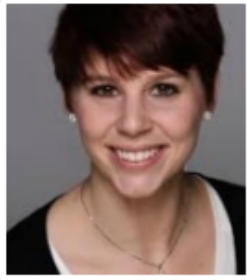
### Keep it Current

Update your bio a couple of times a year, and be willing to pivot and adjust as things change. The key is to set goals. Get input from your mentors or managers: Are you pushing yourself enough? Are your goals realistic? Make goals and goal-setting part of your career conversations.

## EXAMPLES

### Georgia Employee

Last Login: 01/27/20 15:01



### Georgia Employee

Director

I've been an IT director supporting our HR systems for 2 years. I'm very detail oriented and like to focus on metrics that track business benefits.

I'm building my strengths in influencing to become a better leader to the business. I'm also building my skills in data visualization.

In the future, I'd like to reach a more strategic level role and manage teams focused on innovation and product solutions.

### Siran Employee

Last Login: 01/13/20 12:08



### Siran Employee

Database Administrator

I've been a our Engineering Lead for 2 yrs. I support a diverse business group and deliver solutions through agile development process. I would like grow my coaching skills - really building a stronger team that can influence - driving better relationships with business partners and vendors.

I'm interested in leadership roles. Particularly roles that set direction around solution architecture and security for our company.

### Derek Employee

Last Login: 03/21/19 13:16



### Derek Employee

Web Developer

Four years in my current role. It is my feeling that my abilities such as to analyze, design, collaborate, create and implement help me succeed in this role.

My immediate goals are to grow within my career path and strengthen my skills.

To advance into management and leadership.