

16.11: Building Your Personal Brand

A workplace study by Blue Beyond Consulting shows that 8 in 10 employees say it's important that their employer's values align with theirs. Furthermore, more than 75% of respondents indicated that they expect their employer and business to be a force for good (Beyond Blue Consulting, 2021).

Consider what you value and how you would like your future employer to honor those values. Research a few organizations to find an employer whose values closely align with yours. Write about how you might integrate your personal purpose with that of your employer to make the change that you wish to see in the world.

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