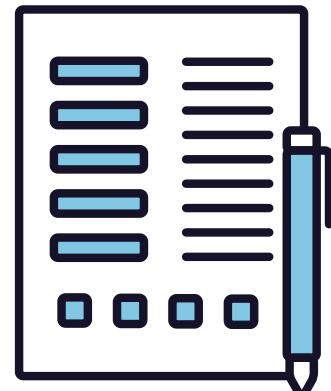


Profile Development & Self Branding

Overview

This course gives students the opportunity to learn and participate in local and community initiatives. These will vary from student to student, delving into their passions, while simultaneously developing an entrepreneurial mindset. Our mentors focus on creating a personal brand. Students will work with your mentor to develop a CV that they can subsequently present to the universities to which they apply. Students will also create reflective pieces, a journal filled with all your ideas, and even develop "How to" guides that can help them in future endeavours.



Objectives

- Volunteer outside academic boundaries
- Leverage your passions using an entrepreneurial mindset
- Be a leader of tomorrow

Structure

- Develop monthly goals and reflections
- Provide weekly updates on progress through a writing piece (blog post, article, journal entry, etc.)
 - Your advisor will review the content and structure of your update and provide feedback
 - Along with your checklist on your weekly goals, you will provide a writing sample to your advisor based on your overall progress. This writing sample can be through any writing style
- Develop a CV
 - Describe activities in 3 detailed bullet points, using the correct terminology and action words
- Work with your advisor to part-take in volunteer programs - within and outside of school - that meet potential career interests
 - Work with NGO's
 - Participate in/Organise fundraisers
 - Volunteer at pension homes
 - Work with younger students
 - Work with handicapped students and adults
- Brainstorm business ideas or areas you can grow your own personal product/service. Work with your advisor to develop an entrepreneurial mindset
 - Form a volunteering group at your school/ in your local community
 - Create your own sports team/book club/writing team/etc.
 - Develop an idea for an application
 - Write an article and get it published
 - Create a website

