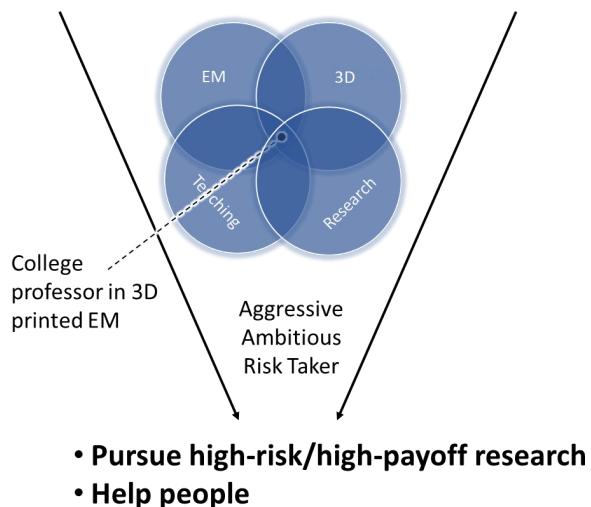


Personal Branding

Problem #1 – Funnel Test

Build a funnel test for yourself. Start by writing the topics that you are most passionate about and draw circles around each. Identify a career that exists where as many of these topics overlap as possible. Below this, write words that describe your tone. That is, write words that describe how you approach your research, projects and life. At the bottom, write a bullet list of things you would like to accomplish below the funnel. All of the items above funnels down into this.



Problem #2 – Personal Branding Statement

Flowing from the funnel test, come up with a personal branding statement that explains what you do and why you are unique and special in your field. Write a statement that can be said in one breath of air, be understandable to a sixth grader, and be memorable in a positive and professional way. For example...

“I want to motivate students and to mentor them through high-risk/high-payoff research in 3D printed electromagnetics & photonics.”

Organizational Branding

Pretend you are forming a research lab focused on your current research topic. Come up with a name, a high-quality graphical logo, a mission statement, and a branding statement for your research lab. For example,

Name	Logo	Branding Statement	Mission Statement
EM Lab		Pioneering 21 st Century Electromagnetics & Photonics	<i>To boldly pursue disruptive technologies in electromagnetics and photonics that are enabled by digital manufacturing.</i>