**Professional Brand Statement**

ENGL 222

September 4th, 2022

**Professional Brand Statement**

**Part One: Understanding My Brand**

I try to be better every day in my professional and personal life. "Why" is the question that pops into my mind whenever I think about motivation. I need to know that every day I am making progress. For my Module 4 Discussion (Communicating Your Body of Work), I presented three significant achievements and what they mutually shared. I was a fully qualified aircraft mechanic within the first 2 years of being in the military. I had made poor decisions in the past. Therefore, I wanted a smoother life. I wanted to serve my nation and participate in something greater than myself. As a result, hard work, a positive mental attitude, and perseverance push me to meet my desired daily goals.

1. **My professional goals**: I picture myself as a Work Leader or a Supervisor in my current career field. Within the next 10 years, I see myself shifting out of being a mechanic and somewhere along the start of getting my pilot’s license.
2. **Strengths and skills:** My can-do attitude and attention to detail are what puts me in front of the power curve. My desire to accept massive responsibility and absorb new understandings helps me widen my knowledge and continue adding essential tools to my long-term life toolbox. In addition, I will also need to sharpen my skills during public speech and enhance my presentations.
3. **My target Audience:** If I accomplish my pilot profession as an aircraft mechanic, I will still wish to make a career with flying smaller aircraft. This would seem a dream come true since I have worked on both the F-16 and F-15.
4. **Analyze your competition:** More to my practice, the massive technical understanding I possess from my 5 years as a maintainer would isolate me from my competition. Nonetheless, the number is far smaller for most present or future pilots who were prior maintainers or enlisted, unlike those who attended college studies and got a contract as an aviator. My experiences and upbringing make me a balanced person concerning the officer and enlisted community.

**Part Two: Communicating My Brand**

**Professional Brand Presentation Outline**

**Introduction**

I try to be better every day in my professional and personal life. "Why" is the question that pops into my mind whenever I think about motivation. I need to know every day; ‘I am making progress.

**Body**

My devotion to detail and desire to never give up makes me stand out from the crowd and sets me far from the competition. I always show up on time, stay late, focus on time management, carry my light snack to work, and do not smoke. Also, I always ensure work progress since I have short- and long-term present professional goals. My short-term objectives applying for a pilot’s license 2022 summer. At the same time, my long-term objectives encompass attaining my bachelor’s degree, step promotion, and hopefully being accepted in a higher position.

My strengths include hard work, being a fast learner, always eager to learn, exploring something new, and always being motivated at work. Despite my fighter aircraft mechanic skills, I am also excellent with administrative activities and often have pride in professional military understanding. I have been rewarded for my unrelenting work ethic and hard work. I have also been chosen amongst my peers for multiple awards, including Safety Professional, Functional Test Maintenance man, and scored massive performance mark averages on all my assessments. My most proud achievements are having been exemplary and becoming the dedicated crew chief on the flagship of my unit while I was active duty. This is infrequent for individuals who have proven themselves at the authoritative spot.

**Conclusion**

I take immense pride in my job, contributing to my professional brand. I also take tremendous pride at work, and my uniform forms the basis for a successful career. These intrinsic traits help me excel in all positions at work and stay in front of my peers. I have the willpower to go over and above what is expected of me, making competing with different people less problematic and allowing me to be noticed and seen for my personality. When we believe in ourselves and are willing to roll up our sleeves to do some dirty tasks for what we want, there is no arrangement for a setback but only success.