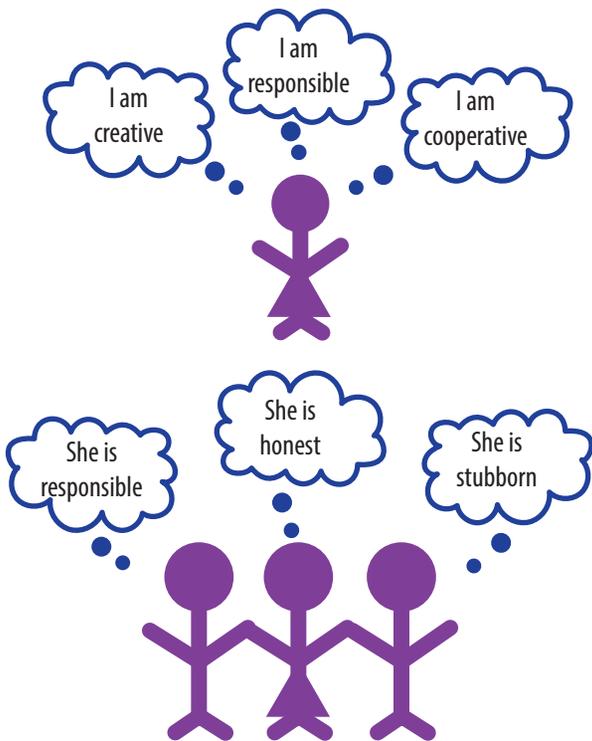


What's Your Buzz?

Think about a specific person or company. A few words or phrases immediately pop into your head forming your perception of their image and brand. Another term to describe this is "buzz." Buzz can be positive, negative or positive but limiting (e.g. loyal follower – which may limit the individual as not being a leader).



How to Use This Worksheet

Whether by intention or by default, you already have professional buzz. It's what your instructors, peers, supervisors and coworkers are saying about you. The goal is to focus your words and actions so others' perceptions of you match the reality you want for your career goals.

Now it's time to find your buzz!

1. Write down three words you think people use to now to describe you.
2. Write down three words you want people to use when describing you.
3. Visit with two instructors, co-workers, or supervisors to find out their buzz words for you.

NTC's Student Development Team can help you prepare for job fairs and interviews, develop self-awareness, practice common interview questions, acquire networking skills and so much more.

Check out our online resources:
studentlife.ntc.edu/soft-skills

What do I do if my buzz isn't the buzz I want?

Step 1: Determine the buzz you want.

Step 2: Identify people who exhibit that quality.

Step 3: Identify what those people do to demonstrate that quality. (e.g. What makes that person a hard worker? They show up early, stay late, are always willing to lend a hand, etc.)

Step 4: Incorporate those actions into your daily routine and work habits.

Step 5: Repeat for each of your buzz words.

Step 6: From time-to-time, check in with others to find out what your buzz is.

What do you think your buzz is?

1.

2.

3.

What do you want your buzz to be?

1.

2.

3.

What is your buzz?

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