



Keys to Personal Branding

Your personal brand tells people who you are and what you stand for. Your personal brand also presents the overall package of who are including your skills, interests, strengths, personality, leadership style, values, and more!

The four key elements to your personal brand include your resume, cover letter, elevator pitch, and social media presence (think LinkedIn).

In thinking of developing your personal brand, ask yourself these questions:

- What are you interested in?
- What's important to you?
- What's something you are passionate about?
- How would your friends & family describe you?
- What do you value?

Tip: Write out the first things that come to mind to help you better understand “who you are” and what your personal brand represents.

Mark Your Calendar

Check out some of the many ways to engage with Kenan-Flagler and the larger UNC community as a Pre-Business student!

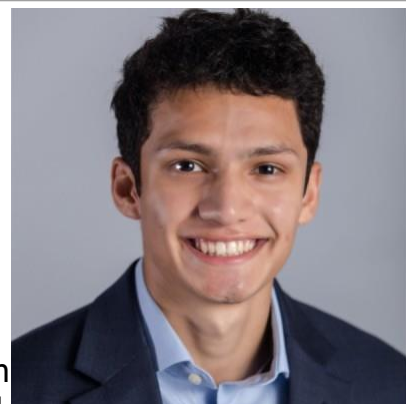
- **Family Feud Game Night** (presented by New Student and Family Programs) - Tuesday, November 14, at 7:00 PM
- **LNAP: Long Night Against Procrastination** (presented by University Libraries and The Writing & Learning Center) - Tuesday, November 14, at 7:00 PM

- [Courtyard Conversations: Cocoa, Cookies, and Calls](#) (presented by The University Office for Diversity & Inclusion) - Wednesday, November 15, at 12:30 PM
- [Navigating Mental Health through Life's Changes](#) (webinar) - Wednesday, November 15, at 2:30 PM
- ["I'm Stressed, Now What?" Workshop](#) (presented by Student Wellness) - Wednesday, November 15, at 4:00 PM
- ["Preparing for Tests" Workshop](#) (presented by The Writing & Learning Center) - Wednesday, November 15, at 4:00 PM
- [UNC-CH Habitat for Humanity Build](#) (presented by UNC-CH Habitat for Humanity) - Saturday, November 18, at 9:00 AM
- [Kilometers for the Kids](#) (presented by Carolina For The Kids Foundation) - Sunday, November 19, at 7:30 AM

Being BUSI

Hear from Amit Parikh, Class of 2024, as he shares some words of wisdom fitting for Pre-Business students.

"The most surprising thing about working at StratoDem Analytics was how fun it is to work on a small team at a startup. I can always ask anyone on my team questions about anything and feel very supported on all my projects. I was also surprised that these qualities were maintained after StratoDem was acquired by Altus Group this past May. The acquisition was a busy time (especially having finals at the same time), but the team has stayed close knit even after adding new members."



Resource Spotlight: Pre-Business Counseling

Virtual Pre-Business Counseling is an optional drop-in opportunity to get your Pre-Business admissions questions answered. Upcoming windows include:

- Tuesday, November 21, from 3:00-4:00 PM - [join here](#)
- Tuesday, November 28, from 3:00-4:00 PM - [join here](#)
- Friday, November 1, from 10:00-11:00 AM - [join here](#)

Please note that it is expected that you have reviewed the [BUSI Talk series](#) before attending virtual drop-ins, as much of our foundational information is addressed through the videos.

[Access the Pre-Business Archive](#)