

Professional Identity Quick Guide

Your professional identity is more than your degree or job title. It's the evolving story that connects your experiences, strengths, values, and aspirations.

Use this guide as a quick reference to help you understand your professional identity, articulate your professional "why," and build a confident elevator pitch.



WHAT IS PROFESSIONAL IDENTITY?

- ✓ What experiences have shaped you
- ✓ What strengths you bring
- ✓ What you value
- ✓ What impact you hope to make

Together, these elements communicate who you are as a professional and who you're becoming.



DISCOVER YOUR PROFESSIONAL "WHY"

Ask yourself:

- Why did I choose this field? What sparked my interest?
- What kind of work energizes me? What do I enjoy doing most?
- What impact do I hope to have? How do I want my work to make a difference?



ARTICULATE YOUR PROFESSIONAL "WHY"

Follow this formula:

I chose this field because... + I enjoy... + I hope to use my skills to...



TURNING YOUR "WHY" INTO YOUR ELEVATOR PITCH

Your professional "why" is the foundation of your elevator pitch.

Follow this formula:

"I'm a(n)... + with an interest in..., + and I'm developing my skills in... + to help..."

Who you are *Why you chose this field* *What you enjoy* *The impact you hope to make*

BRING YOUR PROFESSIONAL IDENTITY TO LIFE

Your professional identity becomes the foundation for how you communicate your value.

Introduce Yourself

Start conversations with confidence and clarity.

Build Your Elevator Pitch

Share a clear, compelling snapshot of who you are.

Write Your Resume Profile

Highlight what you bring and where you are going.

Strengthen Your LinkedIn

Use your Headline and About sections to tell your story.

Answer Interview Questions

Communicate your motivation and value with authenticity



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CAREER EDUCATION

