The assignment: IMPORTANT: Prior to completing this assignment, please read any assigned articles/videos (particularly Writing Your Professional Bio), as well as the Assignment Overview. The assigned articles/videos will provide you with guidelines that will help you to excel on this assignment. This assignment will help you accomplish the following objectives: • Define your target market(s) for your professional brand, as well as define how your brand will be represented to those audiences. • Demonstrate your ability to develop a written communication piece that you target to a particular set of audiences. • Provide an exercise in prioritizing which information you will communicate to a particular target audience and justify why you selected and retained particular information, and why you discarded other information. • Create a vision of how your personal/professional brand will appear five years from now to act as a guide to your future personal/professional branding activities. • Have a final, usable set of current professional biographies that you can use for your branding purposes and for future MSM assignments. • Create a visual representation of your professional brand information (i.e., experience, achievements, abilities, strengths, values, etc.) via an infographic in a manner that facilitates clear communication to your target audience(s). This assignment consists of three parts; please read and follow the instructions carefully. • For Parts 1-3, please use 12-point Times New Roman (or similar) font with single spacing. • Use correct spelling and proper grammar. (If there is reason to deviate from proper grammar, be sure to explain that.) • Compile all materials into a single PDF document to upload to Canvas. (This may necessitate importing your infographic into Word prior to saving the document as a PDF. Adjust margins as necessary and ensure that your infographic is legible.) • For each version of the bio, list the specific word count (the character count for the 140- character version). If you’re using Microsoft Word, you can select (highlight) the focal text and view the word count in the lower left corner of your window. You can click that word count to open the Word Count dialog box for additional metrics (such as “characters with spaces”). • Have fun; don’t stress. It’s your bio and you know yourself (hopefully) better than anyone else. Part One: Your Current Bio 1. List and describe your target audience(s) and what they want that you could provide. 2. List and describe your communication purposes. What do you want to achieve with this communication piece? What information about you is critical to convey to your audiences? 2 3. Explain the particular style, voice, tone, etc. in which you will write your bio, and why these are appropriate for your audiences and your objectives. 4. Write a current professional bio that has 450-500 words. a. This might be something that you would post on your webpage or for a formal conference as a keynote speaker. 5. Highlight (in yellow and bold text) at least three specific areas in your bio where you targeted your writing to fulfill those communication purposes for your target audiences. 6. Write an abbreviated version of your current bio that has 140-150 words. a. This might be a version that you would post on LinkedIn, or a webpage, or for a supporting speaking role at an event. 7. Write an even further abbreviated current bio version with a maximum of 50 words. a. This might be a version for a brief spoken intro for a speaking engagement, or as a guest writer, etc. 8. Write a 140-character (maximum including spaces) version of your current bio. a. This could be a version for social media. 9. For each abbreviated version of your current bio (140-150 words, max 50 words, and max 140 characters), explain why you removed the information you removed, and why you kept what you kept. Part Two: Your 5-Year Bio 1. List and describe your target audience(s) and what they want that you could provide. Note that this may be different from your current bio. 2. List and describe your communication purposes. What do you want to achieve with this communication piece? What information about you is critical to convey to your audiences? 3. Explain the particular style, voice, tone, etc. in which you will write your bio, and why these are appropriate for your audiences and your objectives. 4. Write a professional bio (450-500 words) that would be accurate if you end up where you want to be five years from now (September 2025). a. Be ambitious, but don’t be obviously unrealistic. b. Be creative in writing what your accomplishments, challenges, experiences, positions, awards, etc. “have been” for the “past five years” because obviously they are at this point uncertain. c. Allow this to serve as a starting point for an action plan for when you approach the end of the MSM program. d. Have fun and exercise your creativity. Part Three: Your Professional Infographic Bio 1. Consider a situation where you would be speaking at a conference or posting information on a website that was promoting your expertise as part of a group or organization. The organizers or administrative personnel ask you to create a professional bio in the form of an infographic that captures the attention of the potential audience and quickly communicates the emotions and pertinent information regarding your brand. 2. On a cover page prior to your infographic, write a one-line description of whether your infographic would be for a conference or for a website and include the type of conference or 3 website that this would be. Briefly describe who the audience(s) would be for your infographic. 3. Create an infographic that represents your professional brand that includes pertinent information regarding whichever combination of your experience, education, qualifications, achievements, values, strengths, etc. that you feel would be appropriate for the situation, audience, and communication format. 4. On the page following your infographic, explain why you constructed your infographic in the manner that you constructed it. Why did you use the selected information, the verbiage, the font styles and sizes, the colors, the graphics, the imagery/icons/etc.? 5. Remember that your infographic style doesn’t have to be perfect (or be a masterpiece), but it should be conceptualized with purpose. • Your infographic should have a “portrait” orientation (not a “landscape” orientation) and must fit within a regular 8.5 by 11-inch page (it can be smaller, but not larger). In other words, it cannot extend across multiple pages at a readable size. • Any text must be readable without the need to enlarge the infographic. • Import your infographic to your Word document and then save the entire assignment as a PDF document prior to uploading it to the Canvas Assignment Dropbox. • Key elements of this exercise are how your infographic is pertinent for the audience and situation you described, as well as the rationale behind how you designed it. • Remember that this is an infographic, not a resume with a few icons! • Again, have fun with this and don’t stress. You don’t need perfection, just purpose.