



DETERMINING YOUR PROFICIENCY – BRAND

Use the descriptions to determine your current and desired level of proficiency

Professionalism		
Self-Awareness	Integrity & Ethics	Brand
Understanding one’s strengths, limitations, emotions, and biases in a variety of situations and articulating how one’s interests, skills, and values align with educational and professional goals.	Making choices and consistently acting in a manner that displays integrity (following internal principles, morals, and values) and ethics (following external laws, rules, and norms) in personal and professional settings.	Demonstrating the continual development of a positive impression or image in every facet of life while seeking feedback from others to ensure congruence between one’s intended and perceived reputation.
Level of Proficiency	Description	
Awareness <i>theoretical knowledge</i>	<ul style="list-style-type: none"> • Reflects on one’s current reputation in personal, educational, professional, and online settings • Appreciates how the perceptions of others are important 	
Basic <i>limited experience</i>	<ul style="list-style-type: none"> • Considers what one wants to be known for in personal, educational, professional, and online settings • Tries to intentionally align one’s intended and perceived reputation by applying unsolicited feedback 	
Intermediate <i>practical application</i>	<ul style="list-style-type: none"> • Invests in reflecting on and developing the necessary knowledge, skills, and attitudes that lead to making a positive impression in personal, educational, professional, and online settings • Tries to align one’s intended and perceived reputation by seeking feedback from individuals one trusts 	
Advanced <i>extensive experience and application</i>	<ul style="list-style-type: none"> • Develops knowledge, skills, and attitudes that lead to making a positive impression in every facet of life • Achieves congruence through communicating one’s attributes into benefits for organizations by being openly seeking and accepting feedback from peers, faculty, staff, alumni, and professionals 	
Expert <i>recognized for mastery and attainment in all areas</i>	<ul style="list-style-type: none"> • Serves as a resource to others seeking help with developing the knowledge, skills, and attitudes that lead to making a positive impression in every facet of life • Supports others as they attempt to achieve congruence between their intended and perceived reputations 	