

## Professional Identity Formation Worksheet

Professional identity, sometimes referred to as your personal brand, is the attitudes, values, knowledge, beliefs and skills shared with others within the same field. In other words, it is what differentiates you or what others might say about you when you're not in the room. Having a clearly defined professional identity can help you find opportunities you're passionate about, help others know what they can expect from you, and ensure you are known for what you *want* to be known for.

**Use the following guiding questions to help you define your professional identity.**

1. How would you describe your *current* professional identity?
2. In what areas would you like to see your professional identity grow in the future?
3. What do you value?
4. What excites you the most?
5. What are your clinical strengths? Professional strengths? Personal strengths? If you have trouble with this, consider using an outside resource such as [StrengthsFinder](#) or [High5Test](#).
6. What are specific disease states, clinical fields, or interest areas that you are particularly strong in or passionate about?
7. How can you further shape your professional identity? (i.e., getting involved in professional organizations, community service, leadership development, etc.) Choose one, and develop a plan and timeline to execute this goal.
8. Are there any areas lacking in your professional identity?

9. How would your colleagues describe your professional identity or your personal brand? If you're unsure, think about times when you've been asked to help with a project, task, or assignment; what did that person want your help with specifically? Are there discrepancies in how you versus your colleagues view your professional identity?
  
10. How would your friends or family describe you? How is this similar or different from your professional identity? Is there any overlap?
  
11. If you could design your perfect job, what would it look like? How could you adapt your professional identity to match that role?
  
12. Create a mind map of all of your professional and/or personal projects that you are passionate about. Are there any that you are especially proud of? What areas do you want to improve upon?
  
13. Take a few minutes to write down your "elevator pitch." How would you describe what you do, what you are passionate about, and/or what you want to do with your career in less than 2 minutes?
  
14. List the different "hats" you wear (i.e., parent, student, friend, partner, coach, mentor). Which of these do you want to emphasize in your professional identity? Which do you want to be known for?
  
15. What sets you apart from your colleagues? If asked in an interview, "of all the candidates who applied to this job, why should we choose you?" how would you respond?
  
16. What professional or personal accomplishments are you most proud of?
  
17. If you could accomplish anything in your field, what would it be? What are potential barriers from preventing you from doing so?

18. Keywords to consider and utilize when crafting your personal statement:

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|--|---|--|
| <input type="checkbox"/> Empathetic      | <input type="checkbox"/> Practical      | <input type="checkbox"/> Team-player     |
| <input type="checkbox"/> Creative        | <input type="checkbox"/> Leader         | <input type="checkbox"/> Outgoing        |
| <input type="checkbox"/> Diligent        | <input type="checkbox"/> Consistent     | <input type="checkbox"/> Inquisitive     |
| <input type="checkbox"/> Curious         | <input type="checkbox"/> Genuine        | <input type="checkbox"/> Organized       |
| <input type="checkbox"/> Detail-oriented | <input type="checkbox"/> Competitive    | <input type="checkbox"/> Knowledgeable   |
| <input type="checkbox"/> Energetic       | <input type="checkbox"/> Versatile      | <input type="checkbox"/> Confident       |
| <input type="checkbox"/> Strong-willed   | <input type="checkbox"/> Responsible    | <input type="checkbox"/> Kind            |
| <input type="checkbox"/> Ambitious       | <input type="checkbox"/> Charismatic    | <input type="checkbox"/> Analytical      |
| <input type="checkbox"/> Perceptive      | <input type="checkbox"/> Self-motivated | <input type="checkbox"/> Straightforward |
| <input type="checkbox"/> Authentic       | <input type="checkbox"/> _____          | <input type="checkbox"/> _____           |

***Listen to the ASHP Official Podcast [Establishing Professional Identity as a New Practitioner](#) for additional insights on establishing your professional identity.***