



Worksheet: Student Networking BRAND Builder

Use this worksheet to reflect on your personal B.R.A.N.D. and design a networking approach that honors your introverted strengths.

B – Beliefs

- What values or principles guide how you show up at school, work, or activities?

- What strengths do teachers, coaches, or friends already notice in you?

- What subjects, skills, or causes feel natural and meaningful to you?

R – Representation

- Where do you show up best? (classroom, clubs, jobs, volunteering, online)

- How can you be consistent so people know what to expect from you?

A – Autonomy

- How can you structure your week — with routines or boundaries — to stay on top of your commitments while still balancing school, activities, and downtime

Use the **Student Strategy Matrix**:

– Does this help reach a goal?

– Do I have time/energy?

– Does it fit my strengths?

– Does it Represent my BRAND?



N – Network

- Who are five people who support your growth, and which one teacher, coach, mentor, or supervisor could you deepen your relationship with this quarter?

- What follow-up could you do this month, then quarterly? (thank-you, check-in, update)

D – Differentiate

- What do people say about you when you're not in the room?

- What do you want to be known for, and what habit will help you stand out positively?

My Brand Statement

In one sentence, describe what do and how you want others to experience your brand:

My Networking Energy Plan

List 2–3 actions you can take to grow your brand intentionally and sustainably this month and to continue quarterly:
