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BCOM 314  
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## Professional Persona Executive Summary

### Overview

Through the self-assessment and Professional Reputation Survey, I've gained a clearer understanding of how my core values, communication style, and work approach align with my colleagues' impressions. This summary reflects on the feedback I received, examines how my PeopleStyle has influenced my interactions, and outlines goals for improving my professional brand. These insights will allow me to refine my persona to grow both professionally and personally.

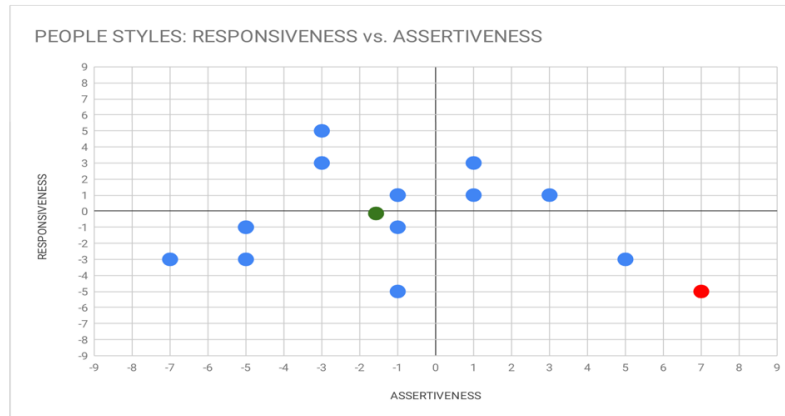
### Core Values

The feedback emphasized several core values that I strive to embody: **dedication, reliability, and accountability**. I live these values through consistent follow-through on tasks and by striving to produce quality work. For example, one respondent stated, "Your work ethic is one that all co-workers should strive to mirror," highlighting my commitment. Another comment noted, "Brett is disciplined and very goal-oriented," which reinforces how I see myself who focuses on meeting expectations and driving results.

However, some responses pointed out that my focus on tasks may sometimes cause me to overlook the importance of interpersonal engagement. One colleague mentioned, "It seems like others have to make an effort to reach out to you," suggesting that, although I am known for my reliability, I need to focus more on fostering **stronger connections** with my peers to create a more balanced approach to teamwork and collaboration.

### PeopleStyle Self-Assessment

In the PeopleStyle Self-Assessment, I identified as a **Driver** which reflects my **direct, efficiency-focused approach**. I believe that this style allows me to tackle tasks quickly and work toward results without distraction. However, my Professional Reputation Survey revealed that I am often perceived as **Analytical**. This suggests that I may appear more **methodical** and **reserved** than I intended, particularly when I take time to observe before engaging in discussions.



One respondent noted, “You can tend to be soft-spoken even though you’ve thoroughly researched the topic.” This feedback shows that, while I am prepared and knowledgeable, I need to work on **projecting more confidence** and engaging more actively in group settings to ensure my contributions are heard. The difference between my self-assessment and peer feedback suggests that I could benefit from making adjustments to become more assertive and less responsive in professional settings.

### External Views

Survey feedback reinforced my strong work ethic, with multiple respondents recognizing my **dedication** and **goal-oriented nature**. For instance, a colleague remarked, “Brett is disciplined and very goal-oriented,” highlighting my focus on achieving results. However, some respondents noted that I could improve my **approachability**. One comment, “You stay focused on the job but can appear uninterested when other try to engage with you,” indicates that I need to be more open to informal interactions and collaboration to foster stronger connections. Additionally, feedback suggested that I improve my **confidence** in speaking: “You can tend to be soft-spoken, even though you have thoroughly researched the topic.” This reflects a need for me to present my knowledge with more authority and ease in future professional interactions.

### Presenter Feedback

My presentation feedback was largely positive, with praise for **strong posture, clear verbal communication, and confident tone**. These elements helped maintain audience engagement and supported my credibility. However, it was suggested that I incorporate more **hand gestures** and **body movements** to keep the audience’s attention. One classmate recommended using **PitchVantage** to practice these techniques, which could help refine my delivery. I was also advised to work on presenting without relying on notes, which would further enhance my professional credibility as a subject matter expert.

### Lessons Learned

The most valuable lesson I’ve taken from this assignment is the importance of balancing my **strong work ethic** with more **active engagement**. While my dedication to getting things done is valued, being more approachable and assertive will help me foster stronger relationships and enhance my visibility in professional settings. Additionally, improving both my **verbal** and **nonverbal communication** will allow me to express my ideas more confidently and engage more effectively with others.

## **Conclusion**

The feedback from the Professional Reputation Survey has provided me with critical insights into how I am perceived in both individual and group settings. While my **reliability** and **work ethic** are strengths, I recognize the need to improve my **assertiveness** and **audience engagement**. Moving forward, I will incorporate these insights to build stronger interpersonal connections, improve my communication style, and grow into a more confident and approachable professional.