



*COGNIZANCE de MIA*

## Cognizance de Mia

### Developing Your Brand

1. What is your brand? How do you identify yourself? Describe yourself? Describe your best personal, individual characteristics and express them as you want to develop them. Develop a brand logo that represents you (*an original*).

*Cognizance de Mia is a brand invoking the discovery and acceptance put forth through self-acknowledgement of the spirit and originality of Mia Washington. CdM is identified as a lifestyle brand influencing the journey of self by exploring unconscious character traits whom indeed form the make-up of upcoming success that is to be exhibited by Mia Washington. CdM can be described as authentic and genuine with a light and humbleness to the feeling of prestige. The best personal and individual characteristics include the understanding, intelligence and trustworthiness of Mia Washington that is expressed in CdM. These combined with being companionable, pleasant, tactful, appreciative, and imaginative, will showcase outstanding work for one to feel and/or see the visual(s) of what is not as easily vocalized so directly.*



2. Write a mission statement about yourself as a company (or brand), what would be your *direction, opportunity, significance, and achievement?* What is your value? Describe your mission in no less than five (5 sentences). *Write your personal and professional mission statement for your potential employers.*

*CdM has years of academic and professional experience pertaining to fashion and the world around it. CdM wants to exceed or enhance expectations to every facet, whether through a product or service. For customers, the quality of help would be elevated and personalized to satisfy and secure the relationship to a long-term level. For employees, the guarantee of fairness and collaboration makes for an opportunity at a safe place with high performance. For investors, commitment to sustaining market share creates new business opportunities and room for innovation to be planned and processed with steady development and achievement. The direction of CdM is in creating business decisions based on the significance of possibility made forth through the brand value to applaud oneself and follow one's calling with confidence of completion.*

3. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement. Remember they are written in detail. *Please write five (5) personal and professional objectives that support your mission statement.*

*Some objectives of Cognizance de Mia include improving on body language to successfully convey assertiveness and perseverance. Waking up early to be more proactive, mindful and preventative to limitations is also crucial to the brand. Maintaining a growing*

*mindset to share oneself and be more resilient will keep the brand exposed consistently.*

*Letting go of the past and placing self as top priority are key to being happier and will aid in utilizing strengths and lessening weaknesses to convert to pros.*

4. Write down specific personal and professional goals. Goals are specific quantitative (measureable) statements that will support your objectives. You may need more goals other than five (5). These are short-stated measureable steps to meet objective statements. *Please write more than five (5) personal and professional goals that support your objectives. Some goals can be short-term while other goals can be long term.*

*Cognizance de Mia will gain status within urban youth communities that follow the zeitgeist and search for unique representation in relation to the individual. Networking with multiple niche cultures (e.g. Deaf culture) will create diverse market reach. Learning new skills will improve project completion and training/mentoring can then be provided to administration. Expanding the name into arts, music, and technology will create new campaigns and products/services to differentiate from competitors. Graduating with a Bachelor's degree in December 2020 will set the bar from entry-level to a more advanced and collectable price range.*

## References

Anderson, N.H. (1968) Likeableness Ratings of 555 Personality-Trait Words. *Journal of Social Psychology*, 9, pp. 272-279.