

## BUF 4900: INTERNSHIP

### *Stefhanie's Forge*

#### 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*).

Stefhanie Perez's brand image is a reflection of dedication, resilience, and a deep appreciation for personal and familial connections. Identified as an individual who embraces determination and humility, her journey is seen as an ongoing metamorphosis, akin to the butterfly in the brand logo—a symbol of transformative strength. Her standout personal characteristics encompass unwavering determination, a commitment to continuous growth, and a genuine sense of humility. Stefhanie Perez's pronouns are she/her, and she is a very humble, caring, and hardworking individual. Although she is hardworking, she enjoys comfort when things are not stressful. She is also someone who can easily pick up a new hobby such as nails, knitting, sewing, and painting. As someone who supports small businesses, it is good to learn new skills in case another lockdown occurs. Stefhanie is a very detail-oriented individual who takes pride in her pastry at-home business. Although she has only baked for close family and friends, she hopes to venture out into these businesses in the future.



This logo becomes a visual hymn, echoing the principles of determination, humility, hard work, strength, and the perpetual cycle of life. It encapsulates not only a personal journey but also a universal truth that through dedication and resilience, one can transform challenges into opportunities, just as a caterpillar transforms into a butterfly, and a seed into a sunflower.

Butterfly - A Tribute to Grandmother:

At the logo's core, a delicate butterfly takes flight, a living tribute to my grandmother. This graceful creature embodies the transformative journey of her spirit, a symbol of the

enduring love and wisdom she followed in her life. Its delicate wings emphasize resilience and metamorphosis, a reflection of her spirit that continues to guide my journey.

#### Sunflower - Radiance of Determination:

Surrounding the butterfly, vibrant sunflowers stand tall, their golden petals echoing the radiance of determination and hard work. Much like these resilient blooms, I draw strength from the unwavering commitment to reaching toward the light. Sunflowers symbolize the sunny disposition of approaching challenges with steadfast resolve, turning adversity into opportunities for growth.

#### Marigold - Humility and Reverence:

Intertwined with the sunflowers are marigold blossoms, their vibrant orange hues signifying humility and reverence. Marigolds, known for their association with Dia de los Muertos, celebrate a connection to the departed. They serve as a reminder that even in the pursuit of lofty goals, humility and respect for one's roots are essential.

#### The Sun - Yellow, Love for Spring, and Life:

Embracing the entire composition, the sun radiates warmth and life, symbolizing the essence of the color yellow. Yellow, the color of the sun, represents not just brightness but also the warmth of love. As the sunflowers bloom with the arrival of spring, it mirrors the joyous burst of life and growth. This season becomes a metaphor for the blossoming of my endeavors, each petal and ray representing the fruits of hard work and dedication.

#### Efco Brookshire Font - Initials:

In the timeless Efco Brookshire font, my initials are elegantly engraved. This font choice harmonizes tradition and modernity, a reminder that while roots provide stability, growth, and evolution are inherent to the human experience.

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.*

#### Personal Mission Statement:

“Stephanie's mission is to live a purpose-driven life, guided by compassion, curiosity, and continuous growth. She strives to create meaningful connections with others and contribute positively to the world around her. Through unwavering determination and a commitment to lifelong learning, Stephanie aims to embrace challenges as opportunities for personal and professional development. Fueled by creativity and a sense of responsibility, she seeks to make a lasting impact on both individuals and communities, fostering a culture of kindness, resilience, and empowerment. In every endeavor, Stephanie endeavors to leave a legacy of inspiration and positive change.”

### Professional Mission Statement:

“To leverage Stefhanie's expertise, innovative mindset, and unwavering commitment to excellence in Marketing and Fashion, driving positive change and achieving exceptional outcomes. Grounded in dedication to continuous improvement, Stefhanie strives to contribute valuable insights, lead by example, and create collaborative environments. By embracing challenges as opportunities for growth, she seeks to advance both personal and organizational objectives, all while maintaining the highest standards of integrity and professionalism. Through impactful leadership, strategic vision, and a passion for achieving results, Stefhanie's mission is to make a lasting and meaningful impact in the world of Marketing. Additionally, she aspires to play an important role in reshaping and impacting the marketing industry, bringing fresh perspectives and innovative strategies to the forefront.”

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.*

### Personal Goal:

#### Create Meaningful Connections:

- Schedule regular one-on-one time with friends and family.
- Actively listen and engage in conversations to deepen relationships.
- Attend social events and gatherings.
- Initiate and participate in activities that strengthen personal connections.
- Express appreciation and gratitude regularly to strengthen bonds.

### Personal Goal:

#### Prioritize Continuous Growth:

- Set aside dedicated time each week for self-improvement activities.
- Identify areas for growth and create a personalized learning plan.
- Enroll in relevant courses, workshops, or seminars.
- Seek feedback from mentors and peers to identify areas of improvement.
- Reflect regularly on experiences and lessons learned.

### Personal Goal:

#### Live a Purpose-Driven Life:

- Define personal values and align daily decisions with them.
- Regularly revisit and refine personal goals to stay aligned with values.
- Establish a daily routine that reflects your mission and purpose.
- Engage in activities that bring joy and fulfillment.

- Practice mindfulness and self-reflection to stay connected to your purpose.

Personal Goal:

Foster a Culture of Kindness:

- Practice random acts of kindness regularly.
- Volunteer for charitable causes or community initiatives.
- Be mindful of language and interactions to promote positivity.
- Offer support and encouragement to those around you.
- Participate in initiatives that promote kindness and inclusivity.

Personal Goal:

Leave a Legacy of Inspiration:

- Document personal experiences and lessons learned.
- Share personal stories of overcoming challenges and growth.
- Mentor and inspire others by offering guidance and support.
- Lead by example in embodying the values you wish to inspire.
- Engage in initiatives or projects that contribute positively to the community.

Professional Goal:

Drive Positive Change in the Workplace:

- Identify areas for improvement and propose constructive solutions.
- Collaborate with colleagues to implement positive changes.
- Advocate for a positive and inclusive workplace culture.
- Lead or participate in initiatives that support employee well-being.
- Monitor and measure the impact of changes to assess effectiveness.

Professional Goal:

Enhance Leadership Skills:

- Seek out leadership training programs or workshops.
- Take on leadership roles in projects or team collaborations.
- Solicit feedback from colleagues and superiors for continuous improvement.
- Mentor colleagues to enhance leadership capabilities.
- Stay updated on current leadership trends and best practices.

Professional Goal:

Contribute Ethically:

- Regularly review decisions and actions against ethical principles.
- Seek guidance from ethical frameworks and professional codes of conduct.
- Foster an open and transparent communication culture.
- Address ethical concerns promptly and appropriately.
- Actively participate in ethics-related training and discussions.

Professional Goal:

Expand Impact on Community and University:

- Identify local community or university organizations to join or support.
- Volunteer time or skills for community events or university initiatives.
- Establish partnerships or collaborations with community and university entities.
- Share professional expertise through guest lectures or workshops.
- Actively participate in networking events to broaden connections.

Professional Goal:

Innovate in a Professional Field:

- Stay informed about the latest trends and developments in the field.
- Actively participate in industry conferences, workshops, or webinars.
- Foster a culture of innovation within the workplace.
- Seek out opportunities for research and development projects.
- Collaborate with industry experts and thought leaders to exchange ideas.

4. Write down specific personal and professional goals. Goals are specific quantitative (measurable) statements that will support your objectives. You may need more goals other than five (5). These are short-stated measurable 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.*

Personal Goal:

Deepen Emotional Intelligence:

- Complete a monthly emotional intelligence assessment to track progress.
- Attend a workshop on emotional intelligence within the next quarter.

- Practice mindfulness meditation for at least 15 minutes daily to enhance self-awareness.
- Keep a gratitude journal, recording three things to be grateful for each day.
- Engage in empathy-building exercises, such as volunteering in diverse communities, bi-monthly.

Personal Goal:

Have a Healthy Lifestyle:

- Exercise for a minimum of 30 minutes, at least four times a week.
- Establish a sleep routine, ensuring a minimum of 7 hours of sleep each night.
- Maintain a balanced and nutritious diet, tracking daily food intake.
- Set and achieve specific fitness goals, such as running a certain distance or lifting a particular weight.
- Attend a health and wellness workshop or seminar every two months.

Personal Goal:

Practice Time Management:

- Use a time-tracking tool to evaluate daily productivity and identify areas for improvement.
- Implement the Pomodoro Technique, working in focused intervals with short breaks.
- Prioritize tasks using the Eisenhower Matrix and complete at least 80% of high-priority tasks each week.
- Reduce non-essential screen time by setting a weekly limit and tracking usage.
- Complete a time management course within the next three months.

Personal Goal:

Create a Growth Mindset:

- Set and achieve at least one "stretch goal" every 2 weeks.
- Embrace challenges by seeking out tasks that push beyond the comfort zone.
- Replace negative self-talk with positive affirmations daily.
- Engage in a monthly reflective practice, identifying lessons learned from both successes and failures.
- Attend a mindset-oriented workshop or seminar within the next six months.

Personal Goal:

Improve Conflict Resolution Skills:

- Enroll in a conflict resolution training course within the next two months.
- Seek feedback from colleagues on communication and conflict resolution skills quarterly.
- Actively participate in at least two simulated conflict resolution exercises per month.
- Create a conflict resolution action plan, implementing strategies learned from training.
- Mentor a colleague in conflict resolution, providing guidance and support.

Professional Goal:

Enhance Networking Skills:

- Attend at least one networking event per month, aiming to connect with a minimum of five new professionals each time.
- Join and actively participate in two professional networking groups within the next quarter.
- Utilize LinkedIn consistently, connecting with at least 10 new professionals each week.
- Organize a professional networking event within the workplace at least twice a year.
- Set a goal to secure mentorship from a senior professional within the industry within the next six months.

Professional Goal:

Improve Presentation and Public Speaking Skills:

- Enroll in a public speaking course or workshop within the next three months.
- Deliver a minimum of one internal presentation each month.
- Participate in at least three external speaking engagements within the next year.
- Seek constructive feedback from colleagues and supervisors after each presentation.
- Join a public speaking club or organization to regularly practice and refine skills.

Professional Goal:

Optimize Project Management Skills:

- Obtain a project management certification within the next year.
- Implement a new project management tool or technique within the next quarter.

- Lead a cross-functional project team to achieve specific, measurable goals within six months.
- Attend a project management conference or seminar annually to stay current on best practices.
- Develop and maintain a detailed project management plan for each major project undertaken.

Professional Goal:

Increase Productivity Metrics:

- Achieve a 10% improvement in task completion time within the next three months.
- Reduce the average number of project revisions by 15% over the next six months.
- Implement a new productivity tool or technique and measure its impact on efficiency.
- Increase the completion rate of high-priority tasks to 90% within the next quarter.
- Conduct monthly productivity reviews to identify bottlenecks and areas for improvement.

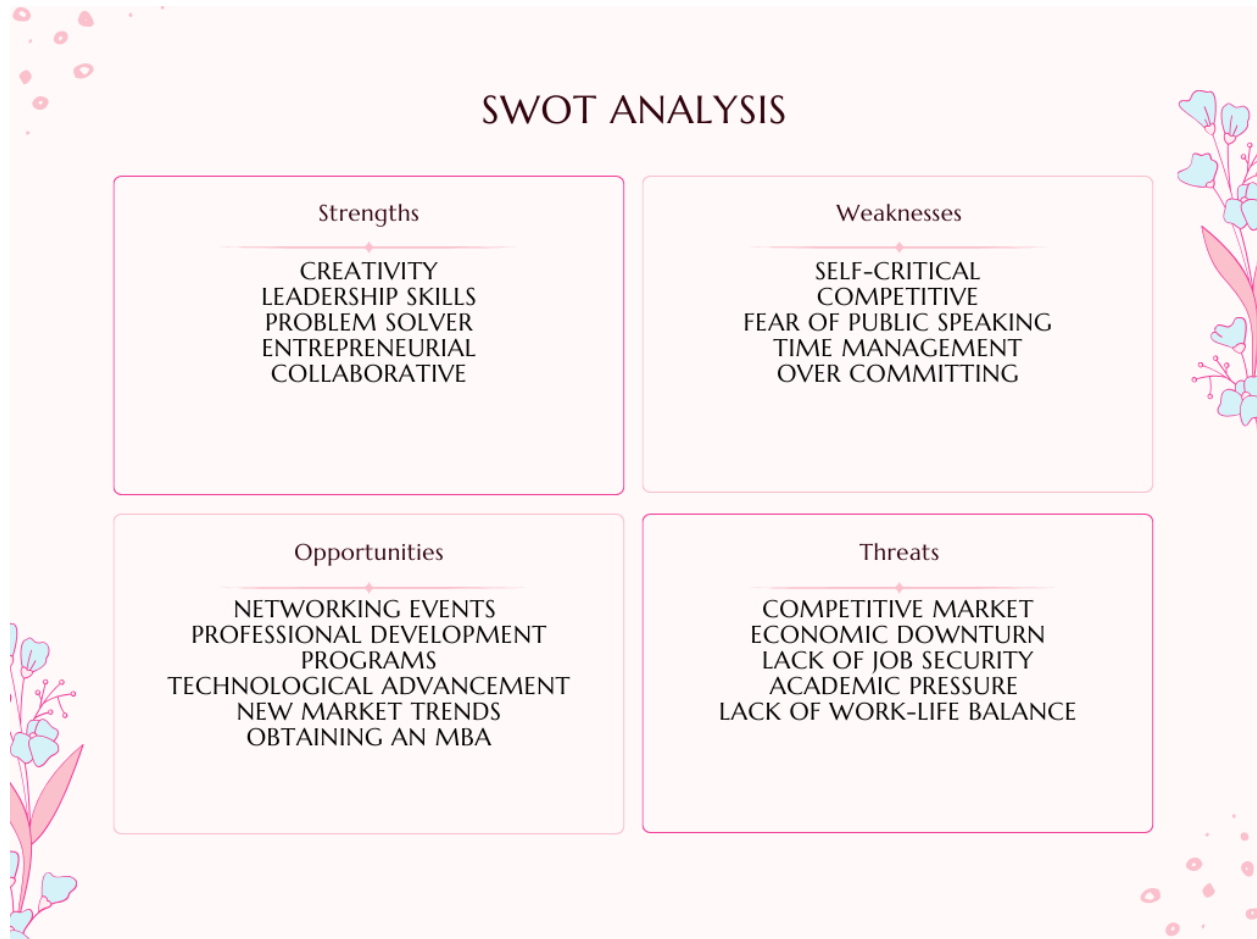
Professional Goal:

Learn more about Cross-Cultural Competence:

- Participate in a cultural competence training program within the next two months.
- Establish a regular schedule for cross-cultural team-building activities within the workplace.
- Set a goal to learn basic phrases in the languages of colleagues from diverse backgrounds.
- Initiate and lead a cross-cultural awareness workshop within the next six months.
- Actively seek out opportunities to collaborate with colleagues from different cultural backgrounds on projects.



## SWOT ANALYSIS:



## References

Diamond, J., & Diamond, E. (2011). *Contemporary Visual Merchandising and environmental design*. Upper Saddle River, NJ: Prentice Hall.