

# My Future Voice

1

This branding project shows who I am and what my plan is for my future. It shows what I will need to accomplish in order to reach my future career, along with showing what obstacle's I will be confronted with that I will need to over come in order to succeed.

*Out of the*  
**DARKNESS**<sup>SM</sup>  
C O M M U N I T Y   W A L K S  
American Foundation for Suicide Prevention

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American Foundation  
*for* Suicide Prevention

# Table of Contents

## Introduction

Project Purpose.....	3
Career Inspiration.....	4

## About Me

My Mission.....	5
Future Objectives.....	6
Survey Information.....	7
Brand Concept Map.....	8
Brand Concept Map Analysis.....	9

## Preparation

S.W.O.T. Model.....	10
Strengths.....	11
Weaknesses.....	12
Opportunities.....	13
Threats.....	14
Cost & Salaries.....	15
Future Steps.....	16
Key Goals.....	17
Timeline.....	18
Times Ticking.....	19

Conclusion.....	20
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# Project Purpose

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This personal branding project is my opportunity to show who I am, analyze my strengths, weaknesses, and potential threats. While focusing on the goals I need to accomplish throughout the next ten to eighteen years to reach my end goal of becoming a Communications Director for the American Foundation for Suicide Prevention. This project will provide me with a thorough step-by-step process that will allow me to break down the next two years into short-term goals, while planning for the future and long-term goals.

I will also be branding myself. I will have a personal Brand Concept Map that will be composed of anonymous response about my positive and negative character traits compiled from my closest friends and family members. By the end of this branding project professors, graduate schools, and future employers will be able to see a laid out, organized, step-by-step process of who I am, why I chose this career path, and the goals I plan on accomplishing within the next ten to eighteen years.

# Career Inspiration

**Don't indent. Just put a space in between paragraphs.**

At the beginning of Spring Semester our class was asked “What are we passionate about?” I answered with helping people. Throughout my entire life I have always loved helping people. Knowing that the smallest kind gestures can change someone's day, or life is so inspiring to me. I've always found myself giving more than I get in return. Maybe that isn't such a good thing, but it makes me happy to see people happy. In 2012, my Junior year of high school I lost one of my best friends and teammates, McKenzie to suicide. I couldn't help her the way she needed to be helped. Dealing with this loss made me realize that it is not always easy to see who needs help.

The American Foundation for Suicide Prevention was a huge impact on my life after I lost McKenzie. This foundation not only helps the family and friends who lost a loved one, but also helps individuals receive help so they can realize that they are important, they are loved, and their life is worth living. I cannot go back in time and help McKenzie, but working for this foundation allows me to dedicate my life to helping others like McKenzie. I cannot imagine dedicating my life to anything else other than helping individuals realize they are worth the life they were given.



This one is a little cluttered

Suicide is the  
**10<sup>th</sup>**  
leading cause of death in the  
US

Each year  
**42,773**  
Americans die by suicide

For every suicide  
**25**  
attempt

Suicide costs the US  
**\$44** Billion  
annually

My mission in life is to help people. The way I am choosing to do this is to help families who have lost a loved one to suicide, along with working to reduce the suicide rate each year. The way I have turned this goal into a career is to specialize in Communication Studies while volunteering with the American Foundation for Suicide Prevention during my time in school. Then I will become part of the American Foundation for Suicide Prevention team as a Communication Specialist and work up to Communications Director.



# Future Objectives

The objectives that I find are most important to succeeding in life and to succeeding in my future career, are improving my weaknesses and working hard to focus on the skills I possess. First off, to improve my weaknesses I need to recognize them. My weaknesses include being blunt, stubborn, and bossy. Since the career I want, would involve me overseeing other employees and being the head of company projects I need to work on improving these negative characteristics so that my coworkers feel they are equal contributors on the projects and that their ideas are valued.

Secondly it is just as important to focus on the positive skills I do possess. These skills include honesty, outgoing, and good at communicating with others. All three of these skills will benefit me in my life and career path because when you are in charge of overseeing projects that reflect your company you have to be willing to be outgoing and take risks to differentiate your company's image, along with being able to communicate and be honest with your ideas when working in a team.

# Survey Information

I conducted a survey using SurveyMonkey. It was set up with a link that I emailed out to thirty of my closest friends and family members. I explained to each respondent that their answers would remain anonymous and that they just needed to answer two short questions about my positive and negative characteristics.

Here is the what the survey looked like:

**Branding Project BUS 310**

**1. What 5 positive words describe me?**

**2. What 5 negative words describe me?**

Done

# Brand Concept Map

Although you are a beautiful woman :) I would leave that one out of a professional wordcloud. it's perfectly fine for the project but if you turn this in to a potential employer, then I would leave it out.





# Brand Concept Map Analysis

After conducting the survey I narrowed the results down to my top positive characteristics and my top negative characteristics. After analyzing the results I can say that I agree with both categories and I need to work harder on my negative characteristics so that to future employers and coworkers I come off as more positive, honest rather than blunt, and more guiding rather than bossy.

## Positive Characteristics:

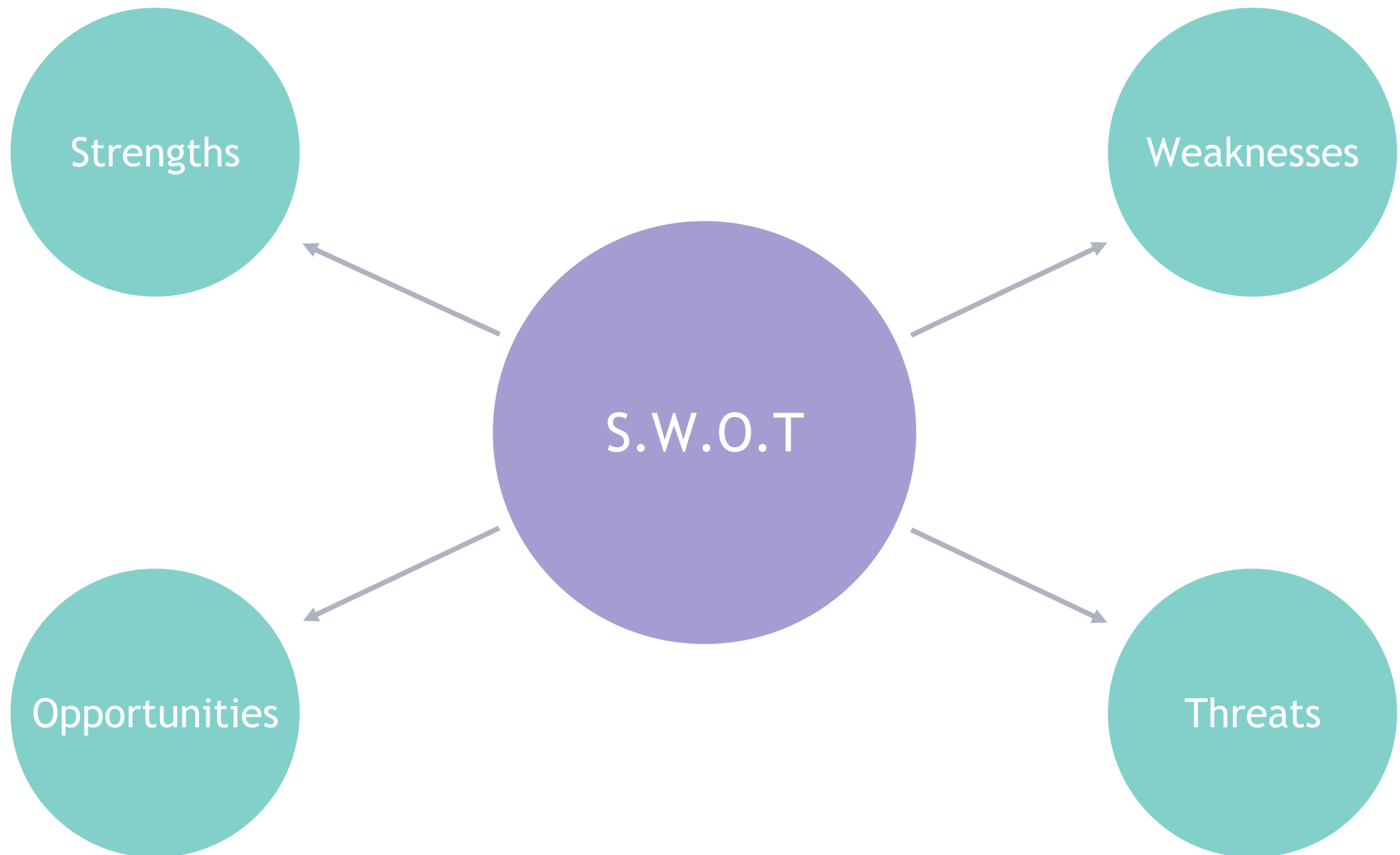
- Beautiful
- Happy
- Strong
- Smart
- Outgoing
- Honest
- Intelligent

## Negative Characteristics:

- Blunt
- Stubborn
- Quiet
- Pessimistic
- Loud
- Talkative
- Bossy

# S.W.O.T Model

10



# Strengths

1. Good communication skills with friends, peers, strangers, and coworkers.
  2. I work very well and efficiently in a team setting. It is easy for me to accomplish a single goal with multiple partners.
  3. Problem solving is a crucial skill in life, and I can successfully recognize a problem or barrier, think of a strategy to overcome the problem, and successfully implement it.
- My strengths have helped me a lot in life already. I have to communicate everyday with friends, professors, and even peers I do not see eye-to-eye with. It is important to communicate well in a friendly atmosphere and just as important to communicate well in a business atmosphere. Working well in team setting is crucial for the foundation and position I want to do. As a Communications Specialist, Manager, and Director you are constantly working and overseeing projects that reflect the foundation and it's brand. Lastly, problems and barriers will always arise so it will benefit me greatly while in a position of authority to be able to focus on finding a solution, rather than being too focused on just the problem.

# Weaknesses

1. At times I can be stubborn and impatient, by this I mean that in my head I have a timeframe that I expect the project to be completed and I have an idea of what the finish product will look like.
  2. I find myself trying to control situations because of the vision I have in my head.
  3. I wear my heart on my sleeve, it is easy for me to get overly attached and emotional.
- While examining my weaknesses I have to realize that even if I have a plan in my head I have to learn to be able to alter my plan when working with so many different minds on a project. I have to find a more productive way to communicate my ideas and visions so that as a team we can work with all our visions to create one perfect end goal. Lastly, I do think that working for the American Foundation for Suicide Prevention will be an emotional career, but I do not plan on changing myself by hiding my emotions. I do need to learn though when to keep my emotions intact so they do not create a barrier in accomplishing my goals.



# Opportunities

1. There are a lot of foundations, non-profits, and businesses that are in need of Communication Specialists, Managers, and Directors. The market for those positions are constantly rising at around 6% and 7% which is a little faster than average.
  2. My GPA at the University of Puget Sound is high enough where I think it would be possible to receive scholarships to Graduate School to Clemson University, also I know multiple Clemson alumni which are good connections.
  3. The three career position's I want to become and work up to are always in constant demand, so I do not have to worry that the job market will decrease substantially.
- While researching I found that Communication Specialists positions are increasing at an average rate of 6%, Communication Manager positions are increasing faster than average at 7%, along with Communication Director positions also increasing around 7%.

# Threats

1. The economy is a bit unpredictable, so the average salaries for my career could be lower than anticipated.
  2. I possibly will have to gain more experience than planned after Graduate School, which means I might have to start at a lower position.
  3. Take more time than expected to build a more competitive resume.
- All three of these threats are a very realistic possibility. If the economy is not doing well and my starting salary is less than I planned then it will take me longer to payoff student loans. Also, if I have to spend a couple years gaining extra experience at a lower level job this means a smaller salary, so I have to make sure I plan for these barriers and keep myself financially stable throughout the process. Lastly, even though the job market for Communications Director does grow faster than average there are a lot less job openings for that position so I will possibly have to spend more time than planned creating a more competitive resume.

# Costs & Salaries

## Cost of Graduate School:

**Clemson University:**

**Average Resident Tuition: \$14, 823**

**Average Non- Resident Tuition: \$30,825**



## Job Salaries:

**Communications Specialist:**

- Average Annual Salary: \$64,050
- Total Jobs Nationally: 240,700

**Communications Manager:**

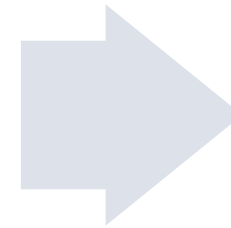
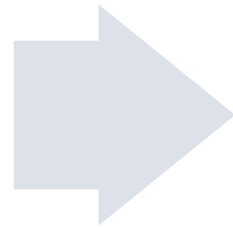
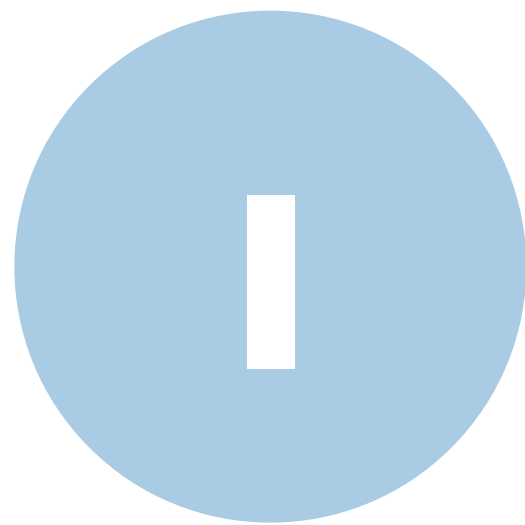
- Average Annual Salary: \$124,850
- Total Jobs Nationally: 225,200

**Communications Director:**

- Average Annual Salary: \$133,964
- Total Jobs Nationally: 65,800

# Future Steps

16



Graduate the University of Puget Sound with a Bachelors Degree in Communication Studies & Business

Attend Clemson University for Graduate school and Volunteer with the American Foundation for Suicide Prevention, South Carolina.

Work for the American Foundation for Suicide Prevention as a Communications Specialist & work up to Communications Director.



## Short-Term

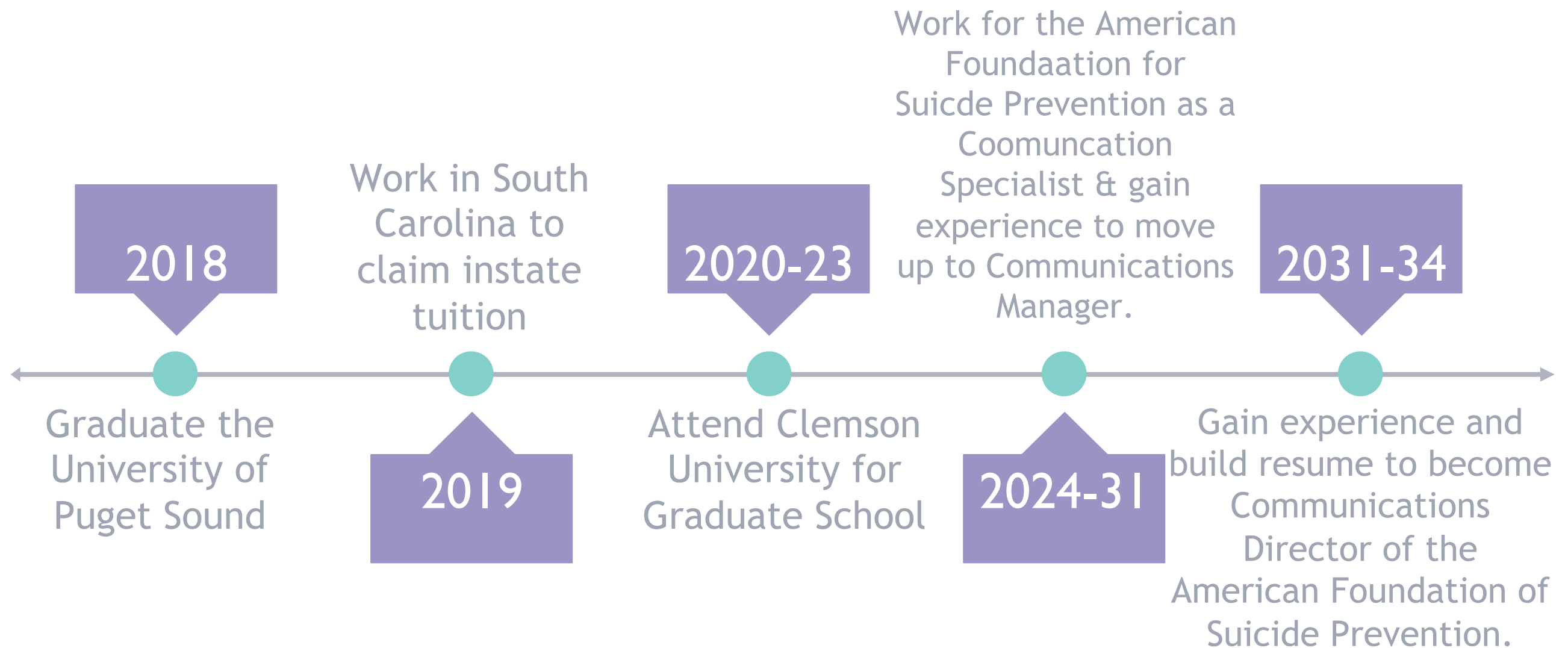
- Maintain a 3.0 GPA or higher while at the University of Puget Sound.
- Volunteer with the American Foundation for Suicide Prevention Washington Chapter, which is located in Seattle Washington.
- Complete a double major in both Communications and Business.

## Long-Term

- Take a year off, move to South Carolina and work, so I can claim instate tuition at Clemson University.
- Work for the American Foundation for Suicide Prevention South Carolina Chapter as a Volunteer and Event Coordinator.
- Graduate Clemson University and start as a Communications Specialist for the American Foundation for Suicide Prevention.

# Timeline

18



**This timeline is a brief summary of my plan for the next 18 years of my career.**

# Times Ticking

19

## Days Until Graduation

- This is a short frozen countdown until I graduate from the University of Puget Sound and have to put the rest of my future plan into action.

24

MONTHS

15

DAYS

16

HOURS

14

MINUTES

# Conclusion

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This personal branding project outlines my plan for my future. Throughout the project I explained what I want to do with my life, why I want to dedicate my life to this career, and how I am going to be to achieve my goals throughout my eighteen year timeline. This project has allowed me to focus on my future career plan and see what strengths I obtain, what weaknesses I need to improve on, the opportunities I currently have, and the threats I need to plan ahead for.

This branding project has not only taught me a little bit more about who I am, but most importantly to be proud of who I am. I have learned that planning for my future is extremely important because the future is not too far away. Being a sophomore in college I have to already start working at my short-term goals, while keeping focused on my long-term goals. This project has allowed me to envision my future in a more detailed way and has made me extremely excited for where I am going in life.