

BIOGRAPHICAL SKETCH EXCHANGE (20 POINTS)

The objective of this task is for you to write a professional bio sketch that introduces you to the class. A bio sketch is often used by professionals to project a desirable image to an audience. It may be used to introduce you at an interview, before a presentation, or on a website. A bio sketch often includes information found in a resume, as well as personal information not placed on a resume.

Bio Sketch Preparation and Feedback

- A. **Read** the web article “*How to Write a Professional Biography for a College Student*” and also online for examples of corporate bios, especially of people in your field or career interest. What themes and images do these individuals project? Which ones would you emulate?
- B. **Recall your experiences** (both good and challenging) from work, home, school, and community. How have such encounters shaped you? Which one best depicts you? What bits of information do you want to use for your bio sketch? Anything you include in your bio must have a purpose, lesson or value—readers must see a connection to the overall theme of your bio sketch.
- C. **Write the one-page bio sketch** which should consist of three paragraphs, block-style, single-space, 185-200 words. Use third-person style and complete sentences. Place the word count at the end of the third paragraph. Use 14-point Calibri font for each paragraph. Put your name above the paragraphs in 32-point, bold, uppercase font. Place a space between your name and the first paragraph, and between paragraphs.
- D. **Add a professional portrait photo**—a clear, sharp, black & white upper body photo. Grainy photographs will not do, neither photos enlarged and cropped from other photos with someone else’s body part or clothing showing. Photos should be 2.5” (wide) x 3.5” (vertical/long). Center the photograph above your name.
- E. **Laser-print your bio sketch** on a letter-size sheet. It should be clear, crisp, and clean with no smudges. Set one-inch margins on all sides of the sheet. Secure your sheet in a thick envelope or folder—no folded or crumpled sheets. Save a copy in your email or a USB drive and bring a hard copy to class on **Thursday, 23 January**.
- F. On the day of the exchange, you will display your bio sketch for everyone to read, and then you will read your teammates’ bios and give them feedback based on the following:
 - What most impressed you most about the bio sketch? Why?
 - How would you improve your bio sketch?

Point Allocation (20 points)

- Format of Bio - 6 points
- Content of Bio - 6 points
- Organization of Bio - 4 points
- Peer Feedback - 4 points

BIOGRAPHICAL SKETCH EXAMPLES

Common Dreams: <https://www.commondreams.org/key-staff>

Dell: <http://www.dell.com/learn/us/en/usc corp1/leadership-executive-team>

Encompass Lending Group: <http://www.elgloans.com/leadership-team>

Energy Future Holdings: <http://www.energyfutureholdings.com/about/leadership.aspx>

Enspire Learning: <http://www.enspire.com/about/people/leadership-team>

EnTrust Energy: <http://www.entrustenergy.com/ourleadershipteam>

Frost Bank: <https://www.frostbank.com/Pages/Leadership.aspx>

Health Care Service Corporation: <http://www.hcsc.com/leadership.html>

Heritage Texas Properties: <http://www.heritagetexas.com/management-team.asp>

Interfaith Housing Coalition: http://ihcdallas.org/Our_Leadership_Team.html

Key Bank: <https://www.key.com/about/company-information/key-biographies.jsp>

Mobius Partners: <http://www.mobiuspartners.com>

Rand Group: <http://www.randgroup.com/about/leadership/>

Saulsbury Industries: <http://www.si-tx.com/aboutus/leadershipteam>

SPCA of Texas: <http://www.sPCA.org/leadership>

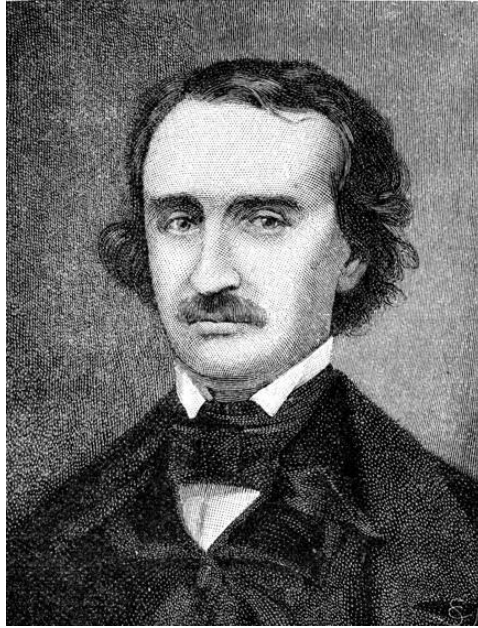
Starbucks: <http://news.starbucks.com/leadership>

Texas Children's Hospital: <http://www.texaschildrens.org/About-Us/Leadership/>

Texas Nurses Association: <http://www.texasnurses.org>

Valero: <http://www.valero.com/ourbusiness/pages/executiveteam.aspx>

Veritex Community Bank: <http://www.veritexbank.com/about-us/leadership>



ALAN POE

Alan Poe grew up in a small town in East Texas. He learned to hunt and fish at an early age, and has always helped in his family's livestock business. His love for nature and for the farming communities in his region led him to pursue a degree in agriculture with a minor in general business at Eastern Texas University.

Last summer, Alan spent twelve weeks as an environmental, health and safety intern at Cargill Meat Solutions in Wichita, Kansas. While there, he developed a better knowledge of possible solutions to many of the problems that have plagued farmers in his community. In addition, Alan learned to work in teams made up of people from different countries who shared their diverse approaches to crop and livestock production. The incredible work experience at Cargill has helped Alan in his studies, and has convinced him to undertake a career with Cargill once he graduates in May 2014.

When not focused on his education and career, Alan is involved in his fraternity, Sigma Pi Lambda. He has served as recorder and social planner, and has actively participated in many community service events. He has received several leadership awards for his service. (200 words)

**(The name, photo and content of this page are conflated.)*

BIOGRAPHICAL SKETCH DISCUSSION

After viewing your classmates' bio sketches, answer the following questions clearly and candidly.

1. What *impressed you most* about the bio sketches? Why?

2. Which bio sketches *stood out*? Why?

3. What was *most difficult* about writing your bio sketch?

4. What was *most fulfilling* about writing your bio sketch?

5. How would you *improve* your bio sketch?
