

Biz@Bear Hall & ACRE “Define Your Personal Brand” Challenge
Clifton Strengths assessment reflection details and rubric

Students should discuss what their top three strengths are and how those characteristics are relevant to the student’s own brand and personal development.

Reflections must be at least 650 words. Excellent reflections will use clear language, interesting details, and support assertions. They should be error free and use a consistent academic style throughout (APA, Chicago, etc.). Reviewers will use the following questions as guidelines:

- 1) Did the student demonstrate an understanding of their personal strengths?
- 2) Did the student show how their strengths are related the personal brand that they wish to develop?
- 3) Is the structure of the reflection appropriate to the content the student has created?
- 4) Has the student made errors in grammar, diction, spelling, citations, etc.?
- 5) Is there anything extraordinary about the project that shows the student exceeded the stated expectations?

All reflections must be received by Terra Aquia, tvotaw@uca.edu, by midnight on Monday, March 25th to be considered for the Biz@Bear Hall Personal Brand Challenge.