

# LinkedIn Profile: Overview

Element	Assignment Description
<b>Task</b>	<ul style="list-style-type: none"> <li>• Your assignment is to prepare “elevator pitch” presentation that integrates the other assignment learnings to help you answer the question:               <ul style="list-style-type: none"> <li>• Why should you hire me?</li> <li>• What is my value prop to society?</li> <li>• What is my value prop to a company?</li> </ul> </li> </ul>
<b>Role or Purpose</b>	<ul style="list-style-type: none"> <li>• The purpose of this assignment is to help develop a final integrated story.</li> </ul>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• The intended the audience for this work is               <ul style="list-style-type: none"> <li>• <b>Yourself:</b> You are to define organize your material.</li> <li>• <b>Potential Employers:</b> When you are interviewing the potential employer will ask you questions about your career focus. By developing the portfolio you will be able to offer them a link to your material.</li> </ul> </li> </ul>
<b>Format or Genre</b>	<ul style="list-style-type: none"> <li>• The format for this assignment is an operations manual or how to book</li> </ul>
<b>Interactive Components</b>	<ul style="list-style-type: none"> <li>• You can share and discuss your <b>story</b> with other students in the course.</li> <li>• Sharing these learnings will help you identify items you may have forgotten about.</li> </ul>
<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>• This assignment will be graded as completed or not.</li> <li>• <b>Successful</b> stories have the following characteristics:               <ul style="list-style-type: none"> <li>• ?</li> <li>• ?</li> </ul> </li> <li>• <b>Unsuccessful</b> stories have the following characteristics:               <ul style="list-style-type: none"> <li>• ?</li> </ul> </li> </ul>