



# PROFESSIONAL PROFILE PROJECT

Deadline: March 15 (submitted by adviser)

Developing a professional profile can immensely help in your journey as an individual. A professional profile allows anyone (including employers, potential investors, or even peers) to find information about you and your achievements online. It is equally important to make personal connections through informational interviews and college or career development webinars.

Complete all three of the Activities listed below.

Activity	Description
Activity #1: Informational Interview	<p>Participate in an informational interview by meeting a businessperson at their work site and learning about their job and responsibilities. Make sure that you thank your host for his/her time and give him/her a thank-you card. This activity may be done virtually or in person.</p> <ul style="list-style-type: none"><li>• Ask the following questions and come up with three of your own:<ul style="list-style-type: none"><li>◦ What do you like about your job?</li><li>◦ What do you not like about it?</li><li>◦ Can you describe a typical day at work?</li><li>◦ What is the hardest part about your job?</li><li>◦ What are the advancement/growth opportunities?</li><li>◦ What skills are the most important in your job?</li><li>◦ What is something that most people don't know about this career?</li></ul></li></ul> <p>Submit:</p> <ul style="list-style-type: none"><li>• Submit a 200-word summary of what you learned from the job shadow experience</li><li>• Submit your questions and notes from the interview</li><li>• A photo of you and the business professional or a screenshot of the zoom call</li><li>• A link to their LinkedIn account or a link to their business website</li><li>• A copy of the thank you card or email you sent after the shadow</li></ul>



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### Activity

### Description

#### Activity #2: LinkedIn Account

Create a LinkedIn account or update your current profile with information. Add five connections to your profile, post an update about an FBLA event, and join the [CA FBLA group](#).

Submit:

- Write a 100-word reflection on the importance of networking, with an emphasis on social media and LinkedIn
- A screenshot of your LinkedIn profile showing your 5 connections, screen shot of your FBLA update, and the link to your profile

#### Activity #3: College & Career Development

Attend a college or career development event. (Examples include career fairs, college info-nights, or CA FBLA hosted alumni/business professional webinars.)

Submit:

- Write a 200-word reflection on what you gained from attending the webinar, and discuss one college or career presentation that interested you and explain why
- A photo from the event, screenshots are acceptable.