

PERSONAL BRAND WORKSHEET

EXPLORE

Understanding perceptions

Internal Perceptions

What themes can you pull from the exercise we just did?

List several key words or phrases that best describe you. Include both good and bad characteristics.

External Perceptions

Ask your colleagues and friends (or the person next to you!) and write down a few key words or phrases that describe you.

POSITION

Defining your brand

Brand Platform

Position (what makes you different?)

Personality (character traits)

Promise (long-term commitment to yourself and others)

Bottom Line (your mantra)

IMPLEMENT

Aligning your brand with your career

What elements of your brand above could apply to:

A location (part of the country, part of the state, type of environment)

An organization (reputation for innovation, or traditional governance, or chaos)

A job position (“other duties as assigned,” focused and specific, new or established)

CREATE

How do you express your brand?

What do you celebrate?

What do you highlight on your resume?

What are you most proud of?

What type of content do you create?