

Personal Brand Overview:

Your personal brand is a combination of your purpose in life and the particular characteristics or attributes that make a unique individual and differentiate you from other people. It is based in part on how you see yourself and how others you interact with perceive you. A personal brand reflects your positive contributions to co-workers, friends and family over a period of time. And each of us has our own brand!

If you can't articulate your personal brand yet that's okay. This overview is intended to give you something to think about that will help you identify your brand.

What drives you?

To develop your personal brand, you need to understand who you are and what you stand for. If you can't answer the question "who am I?", then others may supply their own answers for you. And who knows you better than you? Review the list of questions below and take some time to reflect and answer them honestly.

- What activities do you love to do in your free time?
- What are the skills that always came easily to you without conscious thought or effort?
- If money were no issue and you could start tomorrow, what kind of job would you really want to do for the next several years or the rest of your life?
- What activities give you energy during the day? What drains your energy during the day?
- Identify causes or organizations that you are deeply passionate about?
- What are subjects that other people would come to you as an expert?
- What motivates you to do your best work?
- What are the subjects you read about the most?
- Identify your ideal work environment (e.g., working alone/with others, inside/outdoors, traveling frequently/mostly in the office).
- In my life and my relationships, I value (identify as many things that are important to you).
- What do you believe you have yet to achieve?

What are your strengths?

Each of us has a set of strengths we draw upon to get things done. Think about your strengths and list them below.

What subjects do I know really well or better than most people?	What skills do I have that I demonstrate really well or better than most people?	What have I accomplished in my work or personal life that people have recognized as exceptional?

Rank your top 3 things in each column.

What are the areas you need to develop?

There are probably things that you wish to improve. Think about things that you want to make strengths or existing strengths you desire to make stronger than they already are at this time.

What do you believe you need to improve that would help you progress in your career?	What have others told you in the past or have said currently that you need to improve to help you progress in your career?

Rank your top three things in each column. Are they similar or different? Why do you think they are similar or different? What will you do to get better at the things on the list (for example: education, training programs, special projects, etc.)?

How do other people perceive you?

You can't have an effective personal brand unless other people recognize it as effective/valuable. Answer the questions below as honestly as possible. If you're unsure how to respond, then reach out to other people to get feedback about how they perceive you. Remember, they're doing you a favor so listen to the feedback and don't get defensive or argumentative.

- What is your preferred style of communication? Do you come across as logical, direct, amiable, or expressive in how I communicate? (Is it one dominant style or a little of each.)
- How do you want to be perceived by other people?
- What are the top three things that other people would say about you? What immediately comes to mind?
- How do you handle situations when there is conflict with another person? What do you do to effectively resolve the issue(s)?
- How flexible are you when you encounter a communications style that is different than your own? Do you make adjustments in your approach or do you only do and say things that appeal to you?
- In what ways do you meet the needs of others you interact with on a regular basis?

Who is in your target market?

Brands are targeted to specific audiences and markets. Identify your market you want your personal brand to reach below. (Select more than one)

1. Employees at Work ___
2. Individuals in my Industry ___
3. Individuals in my Profession ___
4. My Manager ___
5. Senior Executives in my Company ___
6. Department I Want to Transfer To ___
7. Potential Employer ___
8. Social Network ___

9. Alumni Network ___
10. General Public ___
11. Other (Describe _____) ___

How might you sum up and verbalize your personal brand?

Taking into consideration your interests, strengths, and how others perceive you, how might you describe your personal brand? Fill in the blanks below.

*I want to utilize my interest(s) in _____ (list main interests) **to achieve** _____ (goals/values) **while using my** _____ (strengths/skills/expertise) **to support my** _____ (team, company, family) **in meeting their** _____ (goals/needs).*

What resources and opportunities do you have to develop an effective personal brand?

Identify all the resources (people, technology, processes, etc.) to help you build your brand (Select more than one)

1. Mentor(s) ___
2. Family Members ___
3. Social Media (Facebook, Instagram, Twitter, LinkedIn, Google+, etc.) ___
4. Professional Network ___
5. Community Leaders ___
6. School Alumni ___
7. Professors ___
8. Manager/Supervisor ___
9. Co-workers ___
10. Own a Business ___
11. Human Resources Representative ___
12. Company Training Programs ___
13. Public Speaking ___
14. Articles Written by You ___
15. Blogs
16. Personal Website ___
17. Charitable Work ___
18. House of Worship ___
19. Sports (Player, Coach, Spectator) ___
20. Meet Up Group ___
21. Industry or Professional Association ___
22. Training Others ___
23. Group Projects (Work or School) ___
24. Resume ___
25. Degrees and Certifications ___
26. Research Work ___
27. Friends ___
28. Other (Describe _____) ___

How have these resources helped you in the past? How might they help you in the future?