

# PERSONAL BRANDING WORKSHEET

## Questions to Ask Yourself

To identify the key elements of your current personal brand, respond to the following questions using some of the following sources: performance reviews, 360° results, work accomplishments, informal feedback, LinkedIn endorsements, self-awareness, etc.

* What differentiates you from other people – *especially people with similar credentials*?
* What do people seek you out for?
* How would your supervisor/colleagues describe you?
* What value-add do you offer?
* If you stopped going to work suddenly, what would not get done?

## Crafting Your Message

* Be prepared to tell your “story” in a minute or less in a way that is both positive and meaningful.
* Focus on how you might help your reader/listener – your value-add to your “customer.”
* Focus on what differentiates you – what makes you memorable.

### Key Elements

* Who I am – my professional identity:
* My key skills /strengths / experience:
* My personal strengths – my unique “how”:
* How I leverage the above to add value to an organization, client, etc.:

## Refining and Building Your Future Brand

To build / develop your future brand, consider:

* I am proud to be known for the following skills / leadership traits:
* I wish I wasn’t known for:
* I’d like to be known for:
* To build the brand that will lead to success in the future, I need to fill the following gaps in my skills / leadership traits: