

Professional Brand Image Tool

Answer these questions to draft your Personal Brand Image & plan to build it

1. Define your Personal Brand Image

What Makes You Unique?

- Your differences are your superpowers
- What is your mix of background, culture, gender, class, ethnicity, etc.?
- What is your area of expertise?
- What's an example of how you have used your background, skills, experience to help others?

What Do You Value?

- What are some moments when you were happiest? Why?
- What are some moments when you were most proud? Why?
- What are some moments when you were most fulfilled? Why?
- What are words that you used to describe the moments?
 - Examples: Honesty, enthusiasm, hard work, confidence, perseverance, beauty, family, respect, power, service, achievement, security, generosity, faith, etc.
- Choose 5 words that are most important to you

How do You Show Up?

- What's your attitude?
- How do you behave/act?
- How do you present yourself?
- Do your actions reflect your values? How?
- How do you communicate and engage others?
- How do you dress and look?

2. Make an Impact

How have you helped the world?

- What type of impact is important to deliver? What's your expertise?
 - School: Grades, leadership roles, teams, certifications, service activities
 - Business: Increase in sales, leads, growth, efficiency, morale, decrease in cost, time, errors
- What type of situations do you work well in?
 - School: Groups, underdog teams, elite teams, highly-technical organizations, etc.
 - Business: Turnaround, start-up, big business, small business, etc., complex, highly regulated, consumer, business focused, etc.
- Who is involved in delivering the impact?
 - School: individuals, teams, city, state, country, international, etc.
 - Work: Individuals, teams, divisions, functions, levels, leaders, etc.

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3. Expand Your Reach

How can you make a bigger Impact?

- Who is in your network now? How strong are your connections?
- Who else would you like to have in your network? Create a specific list
 - Leaders, mentors, peers, team members, etc.
- How could you communicate your Impact within your network?
 - School: Project summaries, recaps, use format of college applications?
 - Business: What type of “summaries” can you share that describe your performance?
- How could you build your network of connections to make a bigger Impact?
 - Leaders: Could you set consistent meetings with leaders? How could you interact (naturally) with more senior leaders? What levels? What situations?
 - Mentors: Could you ask someone to be a mentor? Could you ask a few in your network of supporters to talk through your development and your career? (Parents’ friends?)
 - Peers: What informal information networks could you tap into (not gossip)?

“Put it On Paper” – Document it

Draft your Personal Brand Image:

Summarize your notes on your Personal Brand Image exercise into a paragraph or bullets. Add images and/or color.

How do you describe your Impact?

Review the notes on your impact and choose the top ~10 that

1) most reflect your Personal Brand

2) are most important to you

Plan to Expand Your Reach