

Personal Branding

Worksheet

Section 1 - Reflection

Look Inward – Ask Yourself and Others:

Ask yourself: What do I love to do?

Ask yourself and others: What do I do best?

Ask yourself and others: What value do I create for my team, department, company? What value do I create for you/how do I help you? What problems do I solve?

Ask yourself and others: What 4 words best describe me?

Look Outward – Market Research:

What skills/experiences are in demand in my field?

What keywords are used to describe those skills and experiences?

What industries and companies are growing?

Who needs/is-willing-to-pay for what I have?



Look Forward – What’s Important to You:

Personal priorities?

Career goals at this point?

Where do I thrive?

What are my missions/passions/interests?

What are my practical needs? Financial, geographic, etc.



Section 2 – Assembling Evidence & Establishing Clear Value Add

Write out your CAR Stories and look for patterns:

What was the challenge/problem/ situation? Try to be concise – what was the core issue? What actions did you take? Get specific and use multiple verbs to explain. What was the result/benefit/ outcome/learning? (use #, \$, % where possible)

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Story 1			
Story 2			
Story 3			
Story 4			
Story 5			

As you look at your stories, are there common elements?

Were you often solving similar problems?



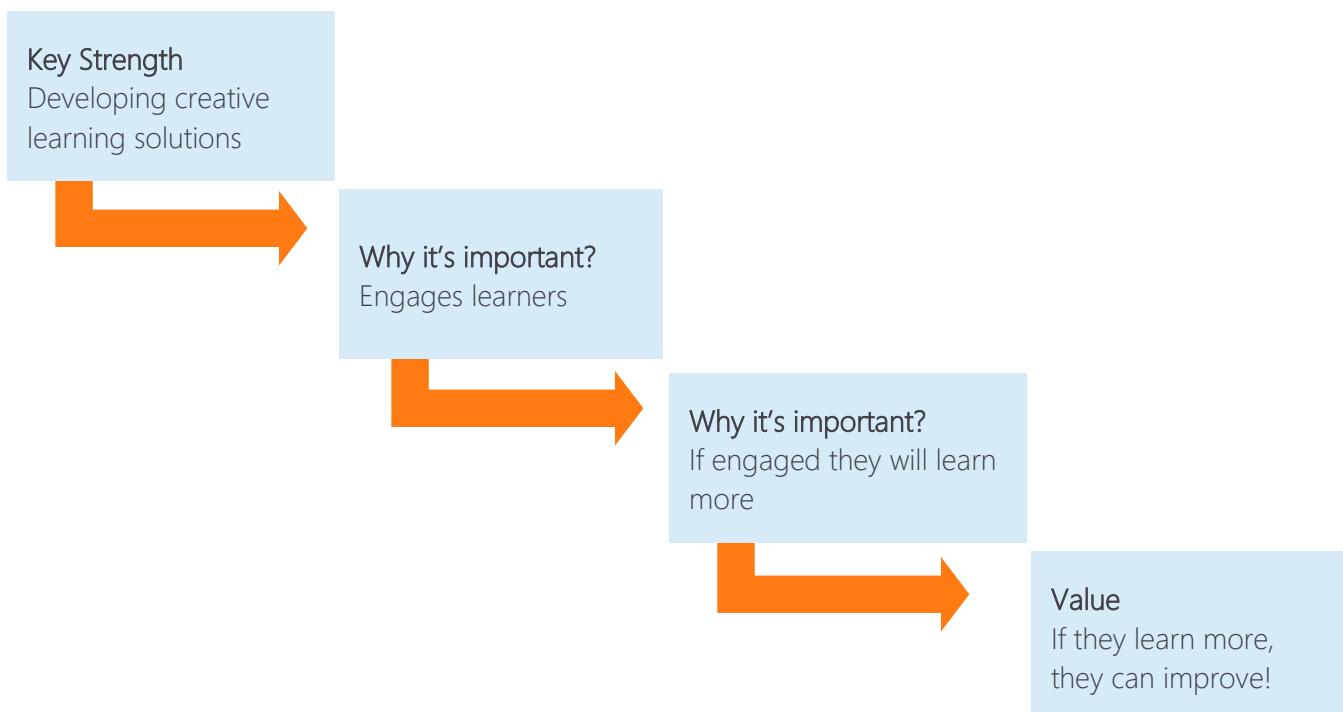
Did you use similar actions effectively?

Were you repeatedly achieving similar results: saving money, increasing efficiency, improving things, or reducing problems?



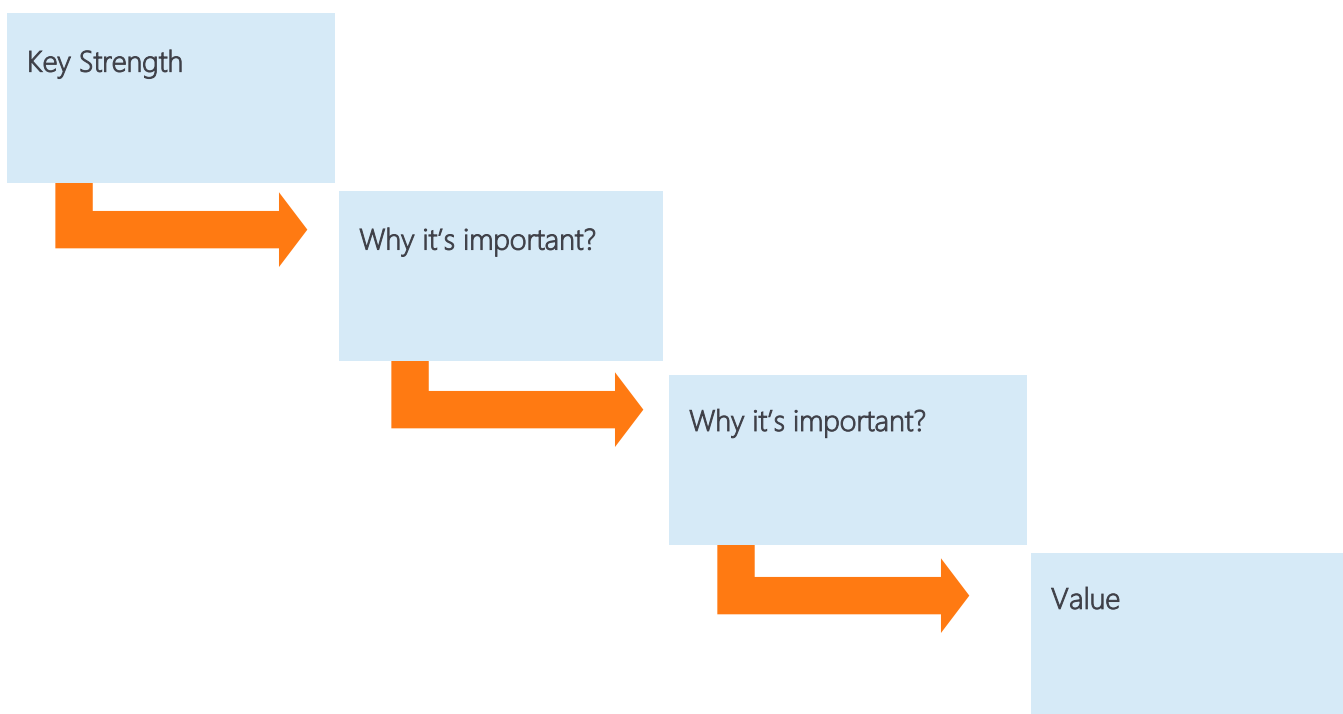
Section 3- Getting Value from Your Strengths

Example: Learning & Development Specialist



Improved brand with clear value:

Learning & Development Specialist | Create Learning Solutions that Inspire Action and Improve Performance





Section 4 - Summarize and Build

What are 2-3 strengths you have that repeatedly add value?

What is that value?

Which of these do you enjoy the most and believe is needed in the market? Focus on only those here:

Write out your branding statement:

Who You Are | What's the Value You Bring

_____|_____
(Descriptor - optional) (Job title/general title) | (Strengths to Value – start with a verb, end with impact)

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*Feel free to write these multiple ways or create multiple versions and discuss with a Right Management Coaching Team member!



Section 5 - Testing What You Built

As you move through your process, you will likely refine your brand as it gets tested in the market, but let's think first:

- ✓ Is there a clear value add? An identified problem/solution?
- ✓ Does it sound authentic to who you are?
- ✓ Is it positioning you for what you want to do?
- ✓ Does it resonate with your audience? (This is where you may need to refine the most)

Finally, does it pass the "Career Day test?" Can you talk about what you do in a simple easy to understand way? If you explained what you do and the value you provide to a room full of 16-year-olds, would they understand?

Don't forget to use your Personal Branding Statement consistently across:

- Resume – Summary Paragraph
- LinkedIn Profile – Headline
- Interviewing –Tell Me About Yourself
- Email signature for all professional correspondence
- 30-Second Commercial as you network
- Any other place where you write or talk about yourself succinctly

Section 6 - Sample Brand Statements

Project Manager | Manage Project from Inception to Delivery | Meet Complex Technical, Performance & Cost Objectives

Biotechnology Engineer | Transforming Science into Commercial Reality

Bilingual Supply Chain Manager | Optimize Distribution Footprint | Improve Service | Generate Cost Savings

Executive Healthcare Strategist + Consultant | Leverage Technology to Improve the Delivery of Care | Maximize ROI on Healthcare Technology

Versatile IT Consultant | Deliver Large-Scale Complex Programs | Integrate Process with Technology | Optimize Performance

Top-Performing Sales Manager | Acquire New Business | Turn Around Underperforming Markets | Fuel Business Growth