

Build Your Brand Worksheet

“Your brand is what people say about you when you’re not in the room”
Jeff Bezos, Founder of Amazon

Everyone has a personal brand; you just may not realise it yet. By understanding your motivations, limitations and strengths you can build your reputation online and offline by playing to your strengths. It provides you with insight as to how you are being interpreted by other people.

For example, someone might think they display the qualities of a leader (creating business opportunities and inspiring others) while acting like a manager (maintaining the status quo).

This worksheet will guide you to identify the foundations of your personal brand. At the end you will have a brand statement and a set of keywords that will become the foundation of building your personal brand online.

Assess Your Current Personal Brand

What are my key strengths? (examples below)

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|-----------------------|----------------------|---------------------|----------------------|
| • Project management | • Problem solving | • Strategic vision | • Project management |
| • People management | • Presentations | • Collaboration | • Workflows |
| • Technical expertise | • Decision making | • Building teams | • Driving results |
| • Strategic planning | • Mentoring | • Leading teams | • Change management |
| • Managing conflict | • Communication | • Virtual teams | • Versatility |
| • Enterprising | • Process management | • Global strategies | • Adaptability |

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What are my weaknesses? (examples below)

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| • Impatient | • Strong willed | • Speaking in public | • Self-belief |
| • Over-talkative | • Reluctance to delegate | • Short tempered | • Pessimistic |
| • Unassertive | • Uncompromising | • Emotional | • Punctuality |
| • Stubborn | • Augmentative | • Communication | • Not a team player |
| • Procrastination | • Too sensitive | • Networking | • Handling pressure |
| • Controlling | • Trust too quickly | • Lack of confidence | • Time management |

What are my core values? (examples below - Your values are your guiding principles)

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|------------------|------------------|----------------------|------------------|
| • Trust | • Transparency | • Leadership | • Education |
| • Courage | • Adaptability | • Vision | • Competence |
| • Respect | • Reliability | • Quality | • Respect |
| • Integrity | • Accountability | • Diversity | • Responsibility |
| • Passion | • Honesty | • Thought leadership | • Open mind |
| • Innovation | • Giving back | • Service | • Wisdom |
| • Helping others | • Determination | • Friendship | • Creativity |
| • Community | • Freedom | • Fun | • Security |

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What differentiates me?

e.g. experience working in large multi-national cultures and small start-ups, working abroad

How do others describe me? (Ask 2-3 people what adjectives they would use to describe your personality?)

e.g. confident, considerate, talented, timid, likeable, ambitious

What am I most passionate about?

E.g. Think about the activities, interests, situations, and challenges that fascinate or excite you and energize you. How do your passions converge with what you are best at doing?

What keywords do I want to associate with my personal brand? (examples below)

What is my vision and purpose?

E.g. Think about one area of your life that you want to see transformed? This is your vision. What role might you play in making your vision happen? This is your purpose.

Build A Brand Statement & Plan

Your brand statement is 1-2 sentences answering what you are the best at (value), who you serve (audience) and how you do it uniquely (USP). It sums up your unique promise of value. Your personal brand statement is distinctive to you and you alone similar to a tagline from a product brand. Your personal brand statement isn't a job title or a personal mission statement. It's memorable, punchy, solution oriented and focused on what makes you different.

Build Your Brand Worksheet

My target audiences are:

e.g. employees, peers within the industry, influencers

My specialities are:

e.g. digital marketing, inside sales management, HR talent recruitment

My style is: (examples below)

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|-------------------|-------------------|-----------------|---------------------|
| • Visionary | • Analytical | • Sophisticated | • Edgy |
| • Leader | • Competent | • Inspirational | • Results-oriented |
| • Entrepreneurial | • Unflappable | • Professional | • Flexible |
| • Tech savvy | • Business casual | • Conservative | • Creative |
| • Worldly | • Classic | • Academic | • Strategic |
| • Cultured | • Formal | • Geek | • Easy to work with |

Build Your Brand Worksheet

My brand statement is:

To help you get started writing your statement, use this fill-in-the-blanks template. Don't be constrained by this language; simply use it as a starting point.

I use my _____ and _____ for _____.

Known for _____, I _____.

Using _____ (key trait), I _____, by providing _____.

Through my _____, I _____, when I serve _____