



CAREER CREATORS CONSULTING  
PROPEL YOUR CAREER FORWARD

## Personal Branding Worksheet

Uncovering and defining your personal brand will benefit you immeasurably. Effectively defining and communicating your personal brand can strategically position you for the next step in your career. The following questions will prompt you to contemplate your personal features, benefits, and attributes. Once you have answered all of these questions, you should be prepared to craft your desired brand, image, and reputation. Use this worksheet to record your responses.

### 1. What are your vision and purpose?

- Look externally at the bigger picture of your vision for the world, and then internally at how you might help the world realize your vision.
- Think about one world problem you would like to see solved or one area of life that you want to see transformed or improved. This is your vision.
- What role might you play in making your vision happen? This is your purpose.

### 2. What are your values? Your values are your guiding principles by which you live your life.

- Balance in life
- Agility / Flexibility
- Calmness Under Pressure
- Challenge / Competition
- Decisiveness / Analytical
- Creative / Inventiveness
- Perseverance & Drive
- Honesty & Integrity
- Pragmatism / Logic
- Sensitivity / Transparency
- Structure / Stability / Safety
- Teamwork / Team Building
- Sharing / Educating
- Vitality / Health
- Zeal / Passion for your cause

### 3. What are your passions? What do you most enjoy doing – in your personal life and work life?

- Think about the activities, interests, or conversational topics that fascinate and energize you. Your passions make you get out of bed at 6 a.m. on a Saturday morning or get you talking enthusiastically with others.
- How do your passions converge with what you are best at doing?

### 4. What are your top goals for the next year, 2 years, and 5 years?

- Work on projecting what you intend to accomplish, so you can put together a strategic action plan to get there.
- Think in terms of the long term, mid term, short-term targets, goals, and milestones that you must achieve along the way to reach the long-term objective.

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5. What are your top brand attributes?

- What 3 or 4 adjectives best describe the value you offer?
- What words do you use to define your personality?
- Consult a thesaurus to precisely nail the exact words

6. What are your core strengths or motivated skills?

- In what functions and responsibilities do you excel? For what things are you the designated “go-to” person?
- What gap would your company be faced with if you left suddenly?

7. Do a SWOT analysis (Strengths – Weaknesses – Opportunities – Threats). SWOT is an invaluable personal branding exercise that also helps prepare you for interviewing and future career growth.

- Strengths and weaknesses are internal and speak to your potential value to an employer.
- Opportunities and threats are external, and help you foresee what you’re facing in next career steps.

8. Determine your target audience.

- Determine where you want to fit in (kind of job position and industry).
- Learn what decision makers in that field are looking for when they’re assessing candidates.
- Create your personal brand messaging around what keywords and content will attract them.
- Find out where those decision makers hang out, position yourself in front of them, and capture their attention.

9. Who is your competition in the marketplace and what differentiates you from them?

- What do the people competing for the same jobs, as you typically have to offer?
- What is it about you that make you the best hiring choice?
- What added value do you bring to the table that no one else does?

10. Get feedback from those who know you best – at work, at home, from friends, etc.

- The true measure of your brand is the reputation others hold of you in their hearts and minds. Notice how they introduce you to others.
- Ask them what your top brand attributes and core strengths are. How does your self-assessment jibe with their feedback?

The 360° Reach Personal Brand Assessment is a confidential, web-based tool that collects anonymous 360-degree feedback in real time from your choice of respondents. The basic account is free. <http://www.reachcc.com/360reach>  
Basic Assessment

<http://www.reachcc.com/reachdotcom.nsf/3d3ab85617c37d52c1256af500687f55/182c17203dff7e85c12571a7003a43e1!OpenDocument>

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