

Creating Your Personal Brand Worksheet

Section 1 – Reflection

Look Inward

Ask Yourself:

What do I love to do?

What would I do if money wasn't a factor?

What extra projects do I find myself taking on?

Ask Yourself/Others:

What do I do best?

What value do I create? For the team, department, organization, you? How do I help you? What problems do I solve?

What 4 words best describe me?

Look Outward – Market Research

What skills/competencies/experiences are in demand in my field?

What keywords are used to describe those skills/competencies/experiences?

What industries and companies are growing?

Who needs what I have?

Look Ahead – What is Important to Me

What are my professional and personal priorities?

What are my career goals? In 3 years, 5 years, 10 years?

Where do I thrive?

What are my interests, passions, or mission?

What are my practical needs, e.g. financial, family, geographic?

Section 2 – Establishing Your Clear Value Add

Write out a few **CAR Stories** and look for patterns:

Challenge/Problem/Situation: Be concise – what was the core issue?

Action(s): Get specific and use action verbs to explain (e.g. administered, built, created, established, executed, facilitated, oversaw, planned, restructured, simplified, transformed)

Result/Benefit/Outcome/Learning: Quantify where possible using #, \$, %

	Challenge	Action(s)	Result
Story 1			
Story 2			
Story 3			

What are the common elements with your stories?

Were you often solving similar problems?

Did you use similar actions effectively?

Were you repeatedly achieving similar results, e.g. increasing efficiency, saving money, improving processes, reducing problems, strengthening customer satisfaction, etc.?

Section 3 – Summarize and Build Your Branding Statement

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

What is that value?

Which of these do you enjoy most and believe is needed in the market?

Write Your Branding Statement:

Who You Are | What is the Value You Bring

_____ | _____
Job Title/General Title Strengths to Value – Start with verb, end with impact

Example Branding Statements:

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

Compensation Director | Design Total Rewards Programs that Attract, Retain & Motivate a World-Class Workforce

Bilingual Talent Acquisition Specialist | Maximize Workforce Effectiveness, Identify & Recruit Top Talent, Drive Success

Section 4 – Testing/Using Your Branding Statement

You will likely refine your branding statement as it gets tested in the market but first, ensure it reflects the following:

- ✓ 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?

Finally, use your Personal Branding Statement consistently across:

- Resume – Summary paragraph
- LinkedIn Profile – Headline
- Interviewing – in response to “Tell Me About Yourself”
- Email signature for all professional correspondence
- 30-Second Commercial as you network
- Wherever you write or talk about yourself succinctly