

PERSONAL BRANDING WORKSHEET

adapted from: Meg Guiseppi, Job-hunt.org

What is 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.

Define your personality and values.

- What 3 or 4 adjectives best describe the value you offer? What words do you use to define your personality? Once you pinpoint what you feel are the right kinds of words, it's a good idea to consult a thesaurus to precisely nail the exact words. Here are some possibilities, but don't limit yourself to these:
Collaborative, resilient, forward-focused, risk-taking, connected, international, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine, accessible.
- Additionally, consider what you value – your guiding principles – things like: *Balance, being the best, agility, calmness, challenge, decisiveness, perseverance, drive, honesty, integrity, pragmatism, sensitivity, structure, teamwork, sharing, vitality, zeal.*

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 organization be faced with if you left suddenly? The possibilities are endless, but here are a few suggestions: *Analyzing, collaborating, leading, delegating, empowering others, forecasting, crunching numbers, anticipating risk, mentoring, visioning, selling, innovating, managing conflict, defining needs, writing, listening, communicating.*



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What are your interests?

- 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. How do these converge with what you are best at doing?

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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.

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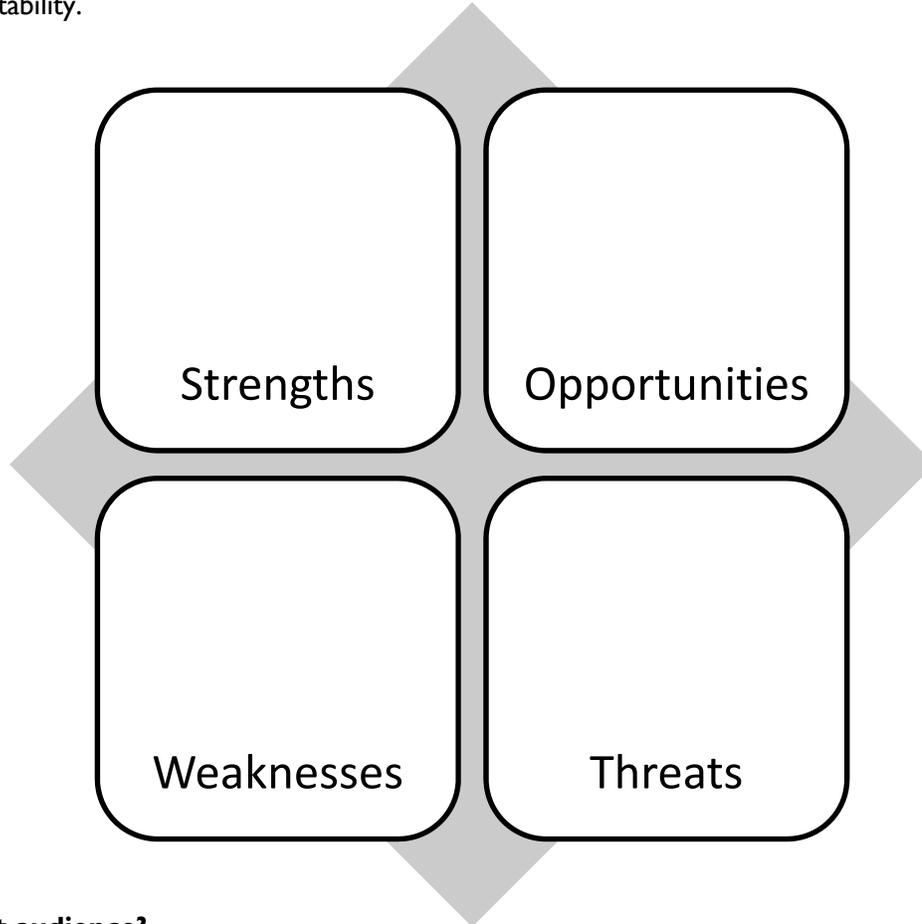
Get feedback from those who know you best – at work, at home, anywhere.

- 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?



Do a SWOT analysis

- 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.
- SWOT is an invaluable personal branding exercise that also helps prepare you for interviewing and future career growth and stability.



Who is 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.

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 makes you the best hiring choice? What added value do you bring to the table that no one else does?

Bottom Line

The work involved in uncovering and defining your personal brand may seem daunting, but your efforts will benefit you immeasurably. In job search, defining and communicating your personal brand can help pre-qualify you as a good fit and strategically position you to land your next great gig faster.