



Define Your Professional Brand Worksheet



What is your Vision? Your Purpose?

Look externally at the bigger picture of your life and what you want your contribution to the world to be. This is your Vision for yourself.

Write your Vision here:

Now think internally about how you might realize your vision. This is your Purpose.

Write your Purpose here:

What are your Values?

Your values are your guiding principles for your work and life. Refer to the list of Values listed below (or think of different ones) and narrow the list to the top 10 Values most important to you. Then narrow that list to your top 4-5 Values.

Write your top Values here:

What are your Passions?

What do you most enjoy doing – in your personal life and your 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?

Write your Passions here:



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What are your top Goals for the next year? Next two years? Next five years?

Work on projecting what you intend to accomplish so you can put together a strategic action plan to get there.

Write your Goals here:

2021

Next two years

Next five years

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? 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 | International | Enterprising |
| Resilient | Visionary | Ethical |
| Forward-focused | Diplomatic | Genuine |
| Risk-taking | Intuitive | Accessible |
| Connected | Precise | |

Write your Brand Attributes here:



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What are your key Strengths?

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? The possibilities are endless, but here are a few suggestions:

Analyzing	Crunching numbers	Managing conflict
Collaborating	Anticipating risk	Defining needs
Leading	Mentoring	Writing
Delegating	Visioning	Listening
Empowering others	Selling	Communicating
Forecasting	Innovating	

Write your Strengths here:

Get Feedback from those who know you best – at work, 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?

Write the Feedback you've received here:



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Do a SWOT Analysis (Strengths – Weaknesses – Opportunities – Threats)

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.

Write your SWOT Analysis here:

Strengths

Weaknesses

Opportunities

Threats

Who is your Target Audience?

Determine where you want to fit in (kind of role/department/field). Learn what decision makers in that field are looking for when they're assessing candidates. Create your professional brand messaging around what keywords and content will attract them.

Write a summary of your Target Audience here:



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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?

List your thoughts on your Competition and Differentiators here:

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



Define Your Professional Brand Values



1. Accountability
2. Awareness
3. Balance
4. Beauty
5. Boldness
6. Calmness
7. Cleanliness
8. Closeness
9. Commitment
10. Compassion
11. Confidence
12. Connection
13. Consciousness
14. Contentment
15. Cooperation
16. Courage
17. Creativity
18. Decisiveness
19. Determination
20. Dependability
21. Dignity
22. Diligence
23. Discipline
24. Discovery
25. Diversity
26. Duty
27. Education
28. Effectiveness
29. Empathy
30. Encouragement
31. Excellence
32. Experience
33. Expertise
34. Exploration
35. Fairness
36. Faith
37. Flexibility
38. Focus
39. Freedom
40. Frugality
41. Fun
42. Generosity
43. Gratitude
44. Growth
45. Happiness
46. Health
47. Honesty
48. Hopefulness
49. Humility
50. Humor
51. Integrity
52. Intimacy
53. Intuition
54. Kindness
55. Leadership
56. Learning
57. Love
58. Loyalty
59. Mindfulness
60. Moderation
61. Motivation
62. Openness
63. Optimism
64. Organization
65. Originality
66. Passion
67. Peacefulness
68. Persuasiveness
69. Professionalism
70. Reason (or Logic)
71. Resilience
72. Respect
73. Sacrifice
74. Security
75. Sensitivity
76. Sensuality
77. Serenity
78. Significance
79. Simplicity
80. Sincerity
81. Spirituality
82. Stability
83. Strength
84. Structure
85. Success
86. Support
87. Sympathy
88. Thoughtfulness
89. Thrift
90. Timeliness
91. Trust
92. Understanding
93. Uniqueness
94. Usefulness
95. Virtue
96. Vision
97. Warmth
98. Wealth
99. Wisdom
100. Worthiness