

## PERSONAL BRAND\*

\* To be completed after Workshop 1

### Develop a strategy for your personal brand

You need a strategy to fill in the gap between where your current brand is and where you need it to be. Defining a personal brand necessitates consistency. Complete these exercises to guide you towards developing your Personal Brand Strategy.

#### What do you value?

What is core to your beliefs and values?

#### ▶ Exercise: Values

Write down your top ten values. These should be timeless principles that guide the actions you take. For example - empathy, humility, tenacity, resilience, fearlessness, quality centric, results oriented, cooperative. If you are struggling, google "list of values" to help you along. Once you have written out your top ten, cull it down to 5 and you should be left with the core values that describe who you are or who you want to be.

Value 1:

Value 2:

Value 3:

Value 4:

Value 5:

#### What are your objectives?

Are you looking for a promotion? Do you want to attract more business? Do you want to run a company? Objectives can be short and long term. They likely change as you grow so you need to be aware of these changes and conduct yourself accordingly.

#### ▶ Exercise: Goals

Write down 1 goal you want to achieve in 1 month, 1 year and 5 years

1 month:

1 year:

5 years:

## **Perception**

Personal branding is about the way you are perceived by others. It doesn't always matter what you think - it's what your audience perceives

### **▶ Exercise: Speech**

Imagine it is your 70th birthday. A colleague who you have worked with for 30 years gets up to do speech about you. Write down what you hope they would say about you. Write one or 2 sentences about the goals you accomplished, one or 2 sentences about the type of character you show and one or 2 sentences about the contributions you made.

## **Who are you trying to influence?**

It is important to know who your target audience is so you know where to direct your energy. Could be clients, colleagues, mentors etc.

### **▶ Exercise: Target audience**

Figure out who your target audience is - who are the people you are trying to influence? How do you make yourself attractive to that target audience?

## **Know your brand**

The most important sales pitch in your life is selling yourself.

### **Exercise: Elevator Pitch**

Create a short elevator pitch about you within your role.

No more than 60 seconds long.

Number 1: define what you do

Number 2: tell us what makes you unique

Number 3: tell a quick story - try to depict something memorable

What you do:

What makes you unique:

A story: