



## **WORKBOOK**

### Personal Branding



## **Test yourself**

The first step when developing your personal brand is to become conscious of what you stand for. A good place to start is to reflect on the choices you make and always ask why you made them. The questions below are intended to help you identify what you offer, that is, to understand what you value and what you stand for.

These questions are not exhaustive and there are no definitive answers. Furthermore, the answers change over time, as indeed they should, because we are organic creatures and not predefined schedules. Some questions and answers may feel difficult to reflect on and respond to – remember they exist to record your values and that there are no right or wrong answers. The main thing is that you find out what you stand for.

Remember too that values are something you can change if you are not happy with the picture that unfolds. None of this is unchangeable.

It is an organic, perpetually ongoing process, but the more you know about who you are and what you stand for, the more open and focused on the world you can be.

## **Your vision and purpose**

Before you can clearly describe your personal brand, you need to look at the bigger picture, which includes your vision and purpose.

Your vision is external. It's what you see as possible for the world.

Your purpose is internal. It's the role you play in helping the world to realize that vision.

The concepts might seem too difficult for a realistic action plan. For example, as much as we might want to solve starving in the world, we don't know where and how to start. Even if we do see immediately where we can help, daily life gets in the way.

The importance is not to let that stop the vision. Because where you have passion, you have drive and energy beyond the daily maintenance. Passion and vision create the pathway to our dreams.

### **EXERCISE 1: Define Your Vision**

A Vision Statement is a powerful tool. By defining it, you take the first step in creating your future life. Otherwise, you might take twice as long to achieve your goal, or end up somewhere you did not intend to go.

If you were given a million pounds to help others, to solve a big world problem, or to improve one area of life, what would you do? Why?

This is your vision. Write it down in the present tense.

What are the details that support your vision? What's behind it?

What causes and principles move you forward in life?

## **EXERCISE 2: Imagine Your Purpose**

What do you want to contribute in the world?

What do you hope for more than anything else?

What is it that drives you?

What do you want to achieve in life?

(You can imagine yourself at your own funeral. What are the people saying about what you accomplished, how you touched their lives, how you made a difference to them and to the world? Their comments suggest your purpose).

If you were 20 years-old again, is there anything you would do differently? What? Why?

**EXERCISE 3: What is important with your purpose?**

In this exercise, you will choose three action verbs that most appeal to you. You can use any verbs that you like and add them to the list below. Listen to your heart and choose verbs that resonate with your talents and personality.

Accelerate	Engineer	Motivate
Accomplish	Enhance	Negotiate
Achieve	Enlighten	Nurture
Act	Ensure	Open
Activate	Entertain	Organize
Administer	Establish	Overcome
Advance	Evaluate	Perform
Advertise	Examine	Persuade
Advise	Execute	Photograph
Affirm	Expand	Praise
Aid	Explore	Present
Amplify	Express	Prevent
Analyze	Facilitate	Print
Appraise	Forecast	Prioritize
Approve	Formulate	Promote
Arbitrate	Fulfill	Protect
Assemble	Gather	Provide
Assess	Generate	Raise
Assist	Guide	Reach
Balance	Help	Realize
Boost	Identify	Reason
Brighten	Illuminate	Recruit
Build	Illustrate	Research
Clarify	Imagine	Resolve
Coach	Implement	Respect
Communicate	Improve	Save
Compose	Incorporate	Search
Connect	Increase	Serve
Construct	Influence	Simplify
Convey	Inform	Solve
Convince	Innovate	Strengthen
Counsel	Inspire	Target
Create	Integrate	Touch
Cultivate	Invent	Train
Defend	Join	Transform
Define	Lead	Translate
Deliver	Learn	Travel
Demonstrate	Lift	Uncover
Diagnose	Listen	Unify
Direct	Love	Validate
Discover	Manage	Verbalize
Dream	Manifest	Verify
Drive	Market	Write
Educate	Maximize	_____
Eliminate	Measure	_____
Encourage	Mediate	_____
Enforce	Mobilize	_____

## **Your values and passions**

Your core values are the values that form the basis of all your choices and attitudes. These are your guiding principles.

**EXERCICE: Answer the following questions and define your core values.**

What is most important in your life?

What makes you really angry?  
(When others violate our values, they make us angry, disappointed or sad).

One way to determine if something is a value is to see how you feel if you violate it yourself.

What do you think are the most important qualities in a colleague, friend or partner?

**EXERCICE: Identifying your passions.**

Your personal brand is connected to your passions - they drive you to action.

What excites you most in the world?

How can you use what excites you most to change what angers you most?

What do you do in your spare time?

What would make you jump out of your bed at 6:30 am on a Sunday morning?

## **Your qualities and strengths**

Your brand qualities, or adjectives that describe you, are often the most visible part of your brand.

One way to clarify your qualities is to ask others to describe you.

One very important thing to know is that we only see what we are hoping to project about ourselves. BUT here we have to remember that what is important in branding is what is perceived. (You might intend to project cleverness, but it is perceived as arrogance).

The aim in personal branding is to underline your strengths and to diminish your negative sides.

**EXERCICE: Ask 6 persons to fill in the following document.**

## External Personal Qualities Document

The goal of this exercise is to define five to ten characteristics that best describe the person in question. The best way to proceed is to go through the list crossing out all those adjectives that do not at all apply. Then look at the list again and continue to narrow it down until you reach about five to ten characteristics that all together completely describe the person in question. Don't eliminate words that seem less positive. It is important to have a correct reflection even if some of the characteristics may not be entirely flattering. We all have both positive and negative sides. Don't hesitate to add other adjectives.

Accessible	Entrepreneurial	Mysterious
Accurate	Ethical	Open-minded
Active	Experienced	Optimistic
Adaptable	Extroverted	Orderly
Adventurous	Flexible	Organized
Aggressive	Forceful	Original
Aloof	Formal	Passionate
Ambitious	Forward-thinking	Persuasive
Argumentative	Fun	Philanthropic
Assertive	Future-oriented	Precise
Bold	Friendly	Procrastinating
Bright	Generous	Productive
Calm	Genuine	Prolific
Careless	Global	Quirky
Caring	Happy-go-lucky	Refined
Charming	Healthy	Resilient
Cheerful	Health-conscious	Resourceful
Colorful	Helpful	Restless
Community-oriented	Honest	Risk-taking
Competitive	Human	Sensitive
Confidant	Humorous	Sincere
Connected	Imaginative	Shy
Conservative	Insensitive	Sophisticated
Convincing	International	Spiritual
Cooperative	Inspiring	Stubborn
Collaborative	Intelligent	Successful
Communicative	Introverted	Supportive
Creative	Intuitive	Temperamental
Credible	Impatient	Tolerant
Daring	Inventive	Trend-setting
Dependable	Just	Trusting
Devoted	Kind	Youthful
Diplomatic	Leader like	Visionary
Dramatic	Loyal	Warm
Driven	Loving	Wealthy
Dynamic	Materialistic	Wise
Egocentric	Melodramatic	_____
Egoistical	Methodical	_____
Energetic	Moody	

The characteristics describing \_\_\_\_\_ :

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Do the exercise yourself and compare your results with the feed-back results.  
To build an effective brand plan, you need honest and comprehensive external input as well as solid self-awareness.

You can also answer the questions below.

What would be your most important strength if you were a doctor?

What would be your most important strength if you were a police officer?

What would be your most important strength if you were CEO of IKEA?

List three qualities you wish you had. Why?

How would you like to be perceived?

## **Your goals**

Goals correspond to the steps you need to take to accomplish your purpose in support of your vision. They give you personal brand direction.

When the goals seem too big and difficult to accomplish, we get derailed. That's why we'll break down the final goal to achievable pieces.

### **EXERCICE: define your final goal**

With your vision and purpose in mind, think about the goal of your career or business that would help you fulfill your purpose and realize your vision.

We can call it your final goal.

Now, with your final goal in mind, think about the smaller goals that will help you achieve it. What are the supporting goals?

Write them down and write the number of years by which you would like to have achieved the supporting goals.

Group your goals into short-term, medium-term and long-term categories.

You will end up with a chronological list of goals that have been prioritized.

Final goal

---

---

---

Supporting goals

Short-term goals

Timescale

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Medium-term goals

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Long-term goals

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

## **Your target groups**

To be successful in your career, it's not enough to have a clear understanding of your personal brand, you must also make it visible to the right people. You'd exhaust your resources if you aimed to communicate your brand to everybody. Instead, focus your effort on your target audience.

Your target groups are people who can influence your success in some way, for example customers, financiers, colleagues, managers, mentors, analysts, journalists. Draw up a network map – it will probably turn out to be larger than you first thought – of all of your contacts. Think about which areas of expertise exist in your network and who might be interested helping you, not least with ideas on how you can achieve your goal.

When you define your target audience, think about defining as much demographic information as you can about the group (age, gender, career position, income, location...). Also think about how you can reach them and where.

## **Your competitors and your differentiation**

You need to know your competitors and how they position themselves so that you can highlight your differentiation.

Can you identify your competitors?

What do they offer?

What is different between their offers?

What do they have in common?

What makes you or your business different from them?

## Your unique selling proposition

Now you will define your brand statement, your unique selling proposition and it's the combination of all previous exercises.

To create this statement you need to respect the following rules.

It should be:

1. Very short; no more than a single sentence long.
2. Easily understood by a young teenager.
3. Able to be recited by heart.

The following sentence might help you to write down your unique selling proposition.

I use my \_\_\_\_\_ (differentiating characteristics) \_\_\_\_\_ to \_\_\_\_\_  
\_\_\_\_\_ (purpose declaration) \_\_\_\_\_ for \_\_\_\_\_ (target group) \_\_\_\_\_.

Perhaps the sentence will not be grammatically correct, but it gives you an idea of the concept.

GOOD LUCK 😊