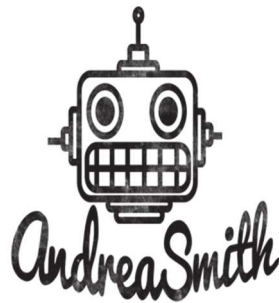


What is a brand?





STEP ONE SET YOUR VALUES

Your values are the things that drive your life. They're at the core of your being and you refer to them when making decisions. Maybe you don't always refer to them, everybody makes bad decisions sometimes, but you when you make your best decisions in life you usually consider your values.

These values define the things that are most important to the person. When faced with a decision such as taking a new job, the person would consult with their personal values. They would ask themselves what the best choice would be in terms of their family, their friends and the other values on the list.

There is no limit to the values you include can include on your list. They are your values. Consider the people, feelings and situations in life that make you most happy. That is usually the place where you'll find your values.

WHAT WOULD BE SOME OF YOUR VALUES?

If you are unclear about your personal brand, just pay attention to what your co-workers seek you out for. That is a good place to start. To further develop your understanding, study these examples, even if none of them are exactly what you do. Hopefully, they will help prompt you to "get it" about your brand so you can communicate it clearly to others.

STEP TWO IDENTIFY YOUR PASSIONS

Your passions are the things that you like doing with your time. Some of your passions may overlap with your values, but they are generally different.

For example, your top value might be your family and one of your passions might be going to dinner with your spouse or playing with your kids. The value and the passion intersect, but there is a slight difference. In this step you're task is to identify your passions so you can figure out the activities that give you the most reward in life. A key to creating a successful personal brand is to identify your passions and make it your goal to experience those passions in your professional life.

Passions can be both personal and professional. For this exercise, you should identify both personal and professional passions. This will give you an idea of the things that drive your professional life, but also the things that you want to be doing when you're not working.

For example, a person might have the following professional passions:

- Design
- Smartphones
- Technology
- The personal passions for this person might be:
- Family
- Travel
- Outdoors

LIST OF PERSONAL AND/OR PROFESSIONAL PASSIONS

- **Share 1 passion with your table:**

STEP THREE DISCUSS WHO YOU ARE WITH FAMILY, FRIENDS AND PEERS



Discuss your findings with those that are closest to you – family, friends and peers. There are your own assessments of who you are and those are important, but it’s good to get an idea of who you are from others too. Ask people what their perceptions of you are. Ask them about what they think your values are, what your passions are and what your traits are. The outside perception might differ from your perceptions or they might align closely. Either way, you’ll have more information about the person you are and you’ll be better able to understand where you can make changes to go where you want to be in your professional and personal life.

STEP FOUR BLEND YOUR UNIQUE TRAITS INTO YOUR PERSONAL BRAND GOALS

Once you have your priority list you can start working your most unique traits into your personal brand goals. Basically, you’re adding your uniqueness into your vision for the future.

Be unique, whether you have your pilots’ license, love to travel or love to parachute out of airplanes! You could work this into your personal brand goals in many different ways. You could start a column on your blog where you share stories about your flying experiences. You could start a business that has something to do with aviation. You could even make your love of aviation something that people see when they meet you. You could wear a small airplane pin on your shirt everywhere you go.

These things are all conversation starters. They come together to build your story and stories are memorable. When you go that interview or sales meeting you're competing with many others, but the person you meet with might remember, "The candidate with the great flying stories."

Here are some personal branding examples:

With a passion for wine and a natural, open approach I inspire others to appreciate the pleasure of good wines in a fun way. – **Wine Tasting Host**

Through my natural enthusiasm and my empathy for others, I inspire research and development professionals to develop innovative products in biotechnology. – **Biotech Manager**

I use my quirky nature, confidence and passion for fun to motivate creative teams in ad agencies and marketing departments to work together more effectively to drive greater value for their organizations. – **Coach / Trainer**

Using my holistic insight and innovative Total Performance Scorecard principles, I promise to help my customers to realize their financial dreams. – **Financial Consultant**

I energize, focus and align manufacturing organizations, resulting in sustainable acceleration of processes, reduction in waste, and growth of profits. – **Manufacturing Engineer**

Persona		
Helpful Adjectives:		
<ul style="list-style-type: none">➤ Open mind➤ Friendly➤ Determination➤ Visionary➤ Positive➤ Strategic➤ Creative➤ Present➤ Focused➤ Flexible➤ Inspirational➤ Sense of humor➤ Compassionate➤ Patient➤ Results-oriented➤ Analytical	<ul style="list-style-type: none">➤ Driven➤ Passionate➤ Collaborative➤ Personable➤ Energetic➤ Friendly➤ Trust➤ Courage➤ Respect➤ Integrity➤ Passion➤ Innovation➤ Transparency➤ Adaptability➤ Reliability➤ Accountability	<ul style="list-style-type: none">➤ Leadership➤ Vision➤ Quality➤ Diversity➤ Service➤ Helping others➤ Education➤ Competence➤ Respect➤ Responsibility➤ Expert➤ Unflappable➤ Competent➤ Giving back➤ Honesty➤ Confident

Promise

Consider using Power Phrases:

- "I can..."
- "Because I am good at..."
- "I've had great success with..."
- "I've had great experience..."
- "I was honored..."
- "The funniest thing..."
- "It was so exciting to..."
- "I am best at..."

Examples of things you may have to offer:

- Project Management
- People Management
- Financial or Operation Management
- Technical Expertise
- Strategic Planning
- Managing Conflict
- Creative Problem Solving
- Delivering Presentations
- Decision Making
- Mentoring
- Communication
- Strategic Vision
- Collaboration and Teamwork
- Building and Leading Teams
- Leading Innovation
- Streamlining Processes
- Striving for Results
- Change Management

Fun Adjectives:

- Sophisticated
- Elegant
- Edgy
- Classic
- Business Casual
- Urban
- Artistic
- Innovative
- Technology Savvy
- Worldly
- Cultured
- Colorful
- Conservative
- Academic
- Professional
- Entrepreneurial

Sample Brand Attributes

Core Values	Strengths	Personality	Image
<ul style="list-style-type: none"> ➤ Open mind ➤ Friendly ➤ Determination ➤ Trust ➤ Courage ➤ Respect ➤ Integrity ➤ Passion ➤ Innovation ➤ Transparency ➤ Adaptability ➤ Reliability ➤ Accountability ➤ Honesty ➤ Giving back ➤ Leadership ➤ Vision ➤ Quality ➤ Diversity ➤ Thought Leadership ➤ Service ➤ Helping Others ➤ Education ➤ Competence ➤ Responsibility 	<ul style="list-style-type: none"> ➤ Project Management ➤ People Management ➤ Financial or Operation Management ➤ Technical Expertise ➤ Strategic Planning ➤ Managing Conflict ➤ Creative Problem Solving ➤ Delivering Presentations ➤ Decision Making ➤ Mentoring ➤ Communication ➤ Strategic Vision ➤ Collaboration and Teamwork ➤ Building and Leading Teams ➤ Leading Innovation ➤ Streamlining Processes ➤ Striving for Results ➤ Change Management ➤ Domain Expertise 	<ul style="list-style-type: none"> ➤ Visionary ➤ Positive ➤ Strategic ➤ Creative ➤ Present ➤ Focused ➤ Flexible ➤ Inspirational ➤ Sense of humor ➤ Compassionate ➤ Patient ➤ Results-oriented ➤ Analytical ➤ Driven ➤ Passionate ➤ Collaborative ➤ Personable ➤ Energetic ➤ Friendly 	<ul style="list-style-type: none"> ➤ Sophisticated ➤ Elegant ➤ Edgy ➤ Classic ➤ Business casual ➤ Urban ➤ Artistic ➤ Innovative ➤ Technology savvy ➤ Worldly ➤ Cultured ➤ Colorful ➤ Conservative ➤ Academic ➤ Professional ➤ Entrepreneurial ➤ Leader ➤ Hip



BE YOURSELF;
EVERYONE
ELSE IS ALREADY
TAKEN

OSCAR WILDE