Personal Branding

Discovery Workbook

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Your name

Date

What is personal branding?

Simply put, your personal brand is the sum of your personal assets that allow you to promote yourself. Your brand is a unique combination of your personality, skills and experiences that you have chosen to share with the world to build your reputation. Your personal brand strategy includes your story and how you tell it reflects how you appear to others, your conduct and behaviour, your attitude and philosophy, both in spoken and unspoken words.

Personal branding allows you to differentiate yourself from other people. It's powerful because if done well, it means you can follow your personal goals whilst having your brand create a positive impact on whatever business you are involved with, too – something big corporates are getting more and more aware of and encouraging their employees to invest in.

Your personal brand is not just how others see you professionally. It combines how they feel about you in real life, outside of work, how you may appear in the media, and the information available about you online.

Why should you bother?

Before the internet, most people would use a business card to leave a reminder about themselves after a meeting. As a professional, you'd be known within your company and industry if you engaged on an expert level whilst networking, attending and speaking at conferences etc. But unless you'd be truly high profile in the media or featured in ad campaigns or on television, you'd be lucky if someone outside of your usual circle had heard of you.

Social media has made all of us far less anonymous, which means you have a choice of creating and managing your personal brand with control and focus, rather than letting it develop naturally (which could go either way...). Steer your brand in the right direction rather than letting it be aimlessly blown around with the wind, heading for rocky shores or doldrums without your knowledge.

As a professional, your personal brand is how you present yourself to your colleagues, customers and potential clients. Developing your brand means you are in control of how people perceive you.

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For whom is personal branding important?

If you want to be considered an influencer, be it in your industry or to promote a political, environmental or social issue, a strong personal brand is the foundation.

Your personal brand
1) helps you stand out from everybody else
2) allows you to demonstrate your expert knowledge and skills
3) Makes you memorable and recognisable
4) (and that's a big one) creates trust and the feeling that people know you

The last point is really one of the most important reasons why personal branding is getting more and more important in recent years. Many of us, especially millennials, distrust advertising and go by our 'gut feel' about who we trust with which product. Whilst influencer marketing has lost a bit of its initial appeal in recent years, it is still highly effective.

Large businesses work hard on giving their main representatives a public profile people can relate to. Think Tesla or Apple both nurturing highly recognised business managers.

Of course, an obvious candidate for personal branding are politicians. Come election time, you might notice that whilst some people pick their candidate based on their views on issues important to them, other voters are perhaps less enthusiastic about the process and instead vote for someone they know.

Candidates with strong personal brands are more successful in politics, regardless of their political views or beliefs.

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Building your brand starts with a clear understanding of your strengths – what you see in yourself and what others see in you.

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Let's get to work

Knowing both your strengths and your weaknesses is really important. It means you can do more of the things you are good at and don't focus on those you struggle with that don't serve your deeper purpose.

What makes you shine?

What are you passionate about? What excites you, and what do you deeply enjoy doing?

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_____

_____

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_____

What was the most successful project you've ever worked on and what made you succeed?

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What are your top four strengths? What you do better than anyone else? What sets you apart from the competition?

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_____

When faced with a difficult situation, what's your "go to" skill to solve it?

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_____

_____

_____

Are you a good leader or a good doer—or both?

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_____

_____

_____

What are your core beliefs? What's your personal approach for getting things done?

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_____

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_____

What are the strengths that others acknowledge in you?

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Focus on skills

Which are the most mentioned skills relating to you?

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_____

Which of these do you enjoy using most, regardless of the task?

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_____

_____

_____

What are you good at but not so keen on doing every day?

_____

_____

_____

_____

Which skills are you lacking and could develop further or like to practice more?

_____

_____

_____

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Your strength profile

1. _____

2. _____

3. _____

4. _____

How you see you

5. _____

Check

Now that you have your strengths, it is good practice to check what others feel about them in you. Ask in your trusted network and see if they are different. Take note.

1. _____

2. _____

3. _____

4. _____

How they see you

5. _____

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ACTIONS

Discover – *Know your strengths from your perspective and the perspective of others who know you well*

Distribute – *Share your strengths effectively in person, on paper, and online*

Develop – *Find opportunities that require and will showcase your strengths*

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What slows you down?

What are your weaknesses that your are aware of?

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_____

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_____

When working on a team, what roles do you avoid that may be important to your goals?

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_____

When faced with a difficult situation, what's most likely to cause you to give up?

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_____

What was your least successful project and made it not work?

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What can you learn?

Look at the weaknesses that you and others identified. Which weaknesses are not essential to your career goals?

Which weaknesses might hold you back? This is where you'll want to focus your energy.

Your challenge profile

1. _____

2. _____

3. _____

4. _____

How you see you

5. _____

Check

As with your strengths, it is just as important to check what others think about you. Are there differences? Are there any strengths that you thought were weaknesses? Adjust your profile.

1. _____

2. _____

3. _____

4. _____

How they see you

5. _____

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ACTIONS

Reduce – *Minimize the impact of your weaknesses by choosing projects that don't require skills you are not that good at. Outsource the "weak areas" to another teammate so you can leverage your strengths.*

Refocus – *Focus only on those weaknesses that may be holding you back from achieving your goals.*

Re-evaluate – *Seize opportunities to build this skill so it will serve you well. Consider leveraging the help of a mentor to turn your weakness into a strength.*

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What are your core values?

Identify your top five values and find out how you tick.

Accessibility	Diversity	Loyalty	Evaluate your top 5 values and how strongly you live by them from a scale of 1 to 10, one being absolute and 10 being not at all.
Accomplishment	Efficiency	Mindfulness	
Accountability	Empathy	Optimism	
Accuracy	Enthusiasm	Originality	
Adventure	Excellence	Passion	
Affection	Experience	Peace	
Affluence	Expertise	Perfection	
Altruism	Fairness	Power	1.
Ambition	Faith	Prosperity	Score:
Assertiveness	Fame	Punctuality	
Balance	Family	Recognition	
Bravery	Fidelity	Relaxation	2.
Calmness	Flexibility	Reliability	Score:
Celebrity	Fun	Resourcefulness	
Challenge	Generosity	Respect	
Charity	Grace	Security	3.
Courage	Growth	Sensitivity	Score:
Creativity	Health	Significance	
Curiosity	Honesty	Sincerity	
Dependability	Humour	Speed	4.
Determination	Imagination	Spirituality	Score:
Clarity	Impact	Spontaneity	
Comfort	Independence	Stability	
Commitment	Integrity	Strength	5.
Compassion	Intelligence	Success	Score:
Completion	Justice	Sympathy	
Contentment	Kindness	Teamwork	
Control	Knowledge	Understanding	
Creativity	Leadership	Vision	
Directness	Learning	Wealth	
Discipline	Love	Winning	

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What are you passionate about?

What would you do if you didn't have to work?

_____

_____

_____

_____

What's your favourite activities?

_____

_____

_____

_____

What kind of people do you like to be with?

_____

_____

_____

_____

Which stories do you find interesting and follow in the news / social media?

_____

_____

_____

_____

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What is your purpose?

Where do you see yourself in 5 years' time? Ten years' time?

_____

_____

_____

_____

What keeps you up at night? What would make the world a better place?

_____

_____

_____

_____

What is your vision for what you would like to achieve?

_____

_____
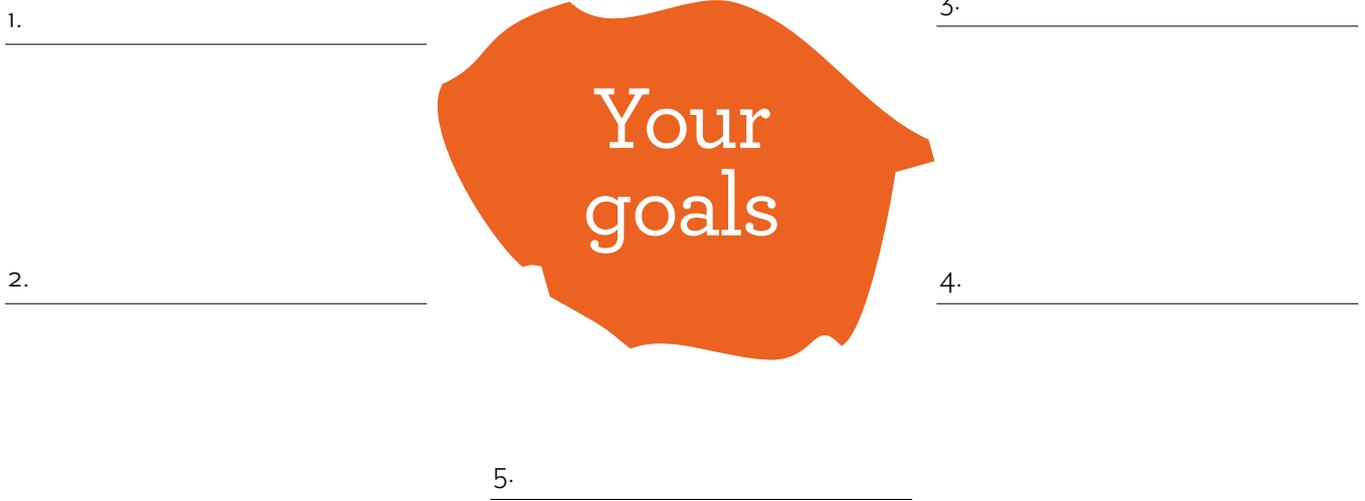
_____

_____

Do you have a big picture idea?

_____

_____

_____

_____

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Define your goals

Use your passions and purpose to write down your top five objectives or goals.

1. _____

2. _____

Your goals

3. _____

4. _____

5. _____

Look at your skills, core values and strengths to identify those goals that you can best achieve. Ask for support for those where you are lacking.

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Action time

Now that you have a better understanding of your strengths, weaknesses, values and purpose, there are a number of practical tasks to help develop your personal brand.
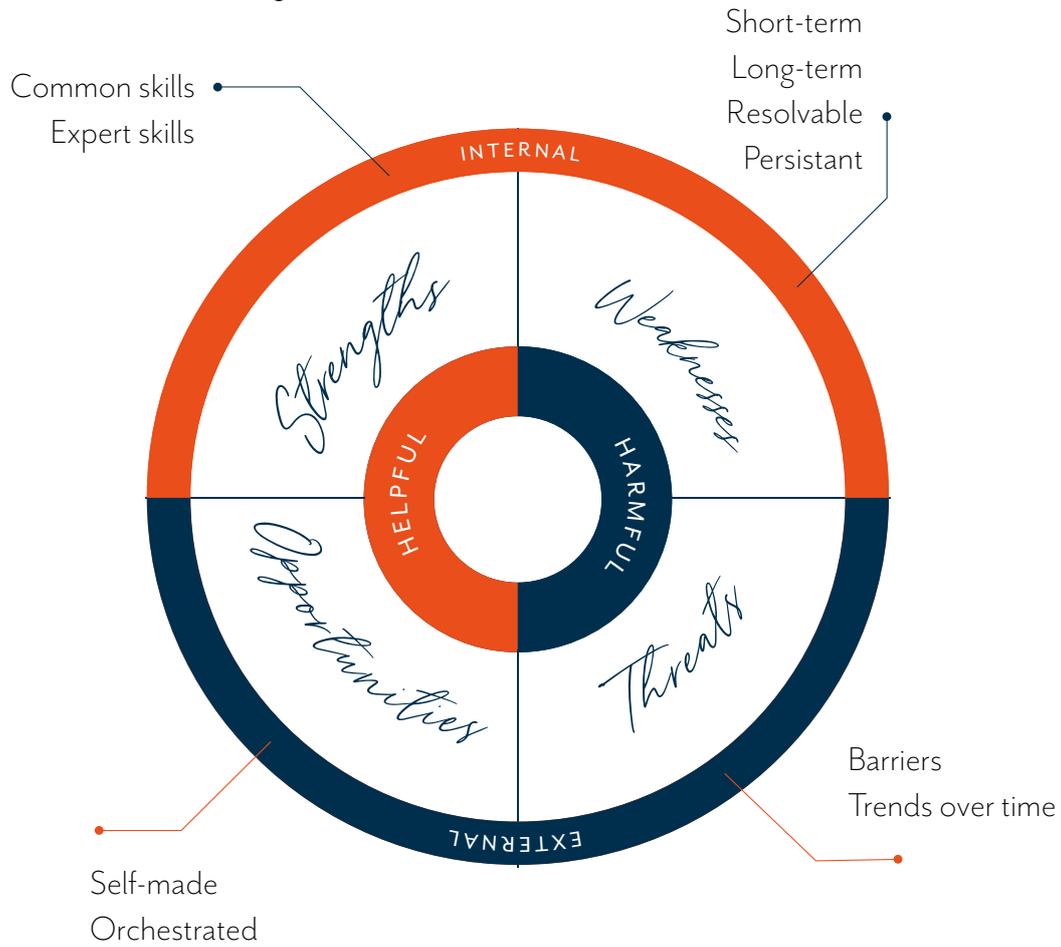
Brand touchpoints

BRAND IDENTITY

PHYSICAL LOCATIONS

PRODUCTS SERVICES

Brand Touchpoints

DIGITAL MEDIA

HUMAN BEHAVIOUR

MARKETING COMMS

List concrete samples of your brand touchpoints

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

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SWOT Analysis

Common skills
Expert skills

Short-term
Long-term
Resolvable
Persistant

INTERNAL

Strengths

Weaknesses

HELPFUL

HARMFUL

Opportunities

Threats

EXTERNAL

Self-made
Orchestrated

Barriers
Trends over time

Strengths

_____

_____

_____

_____

Weaknesses

_____

_____

_____

_____

Opportunities
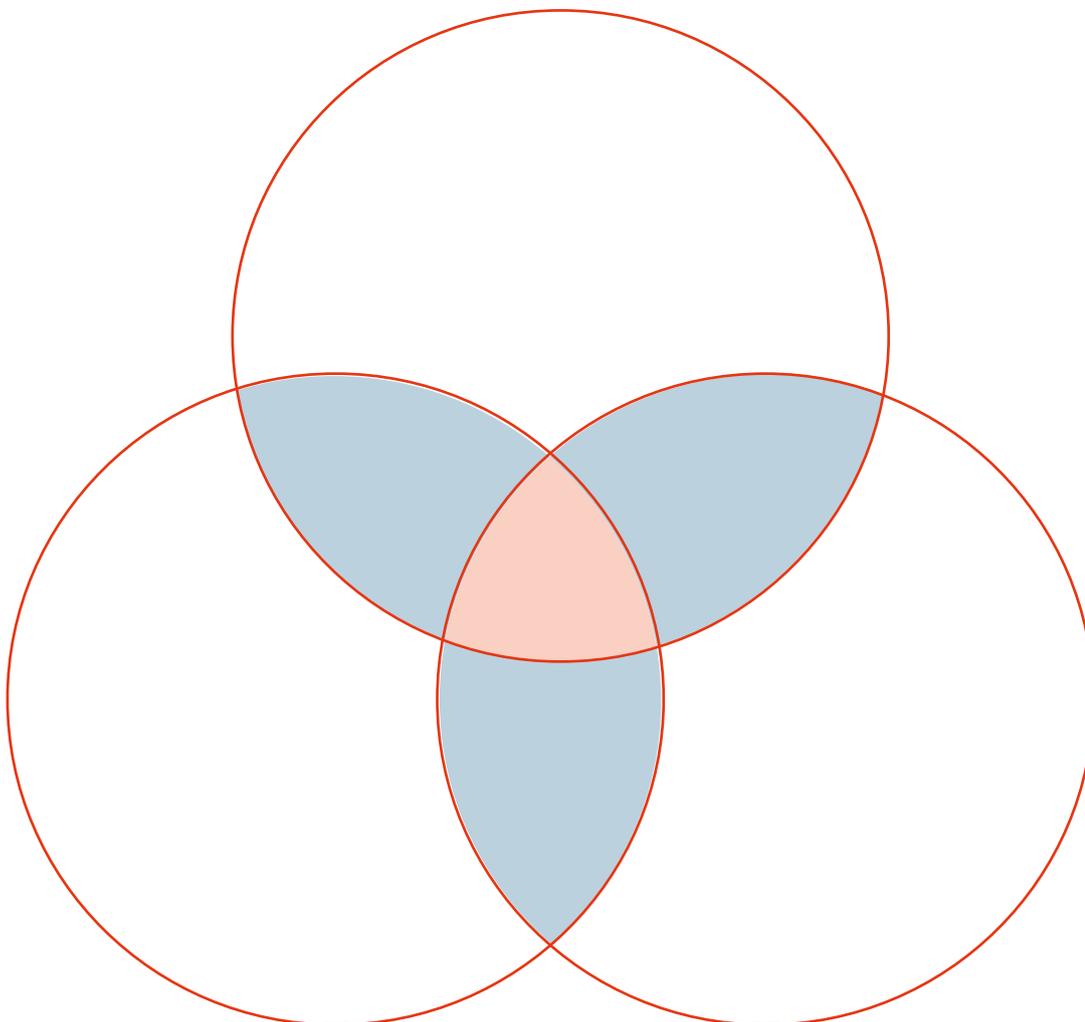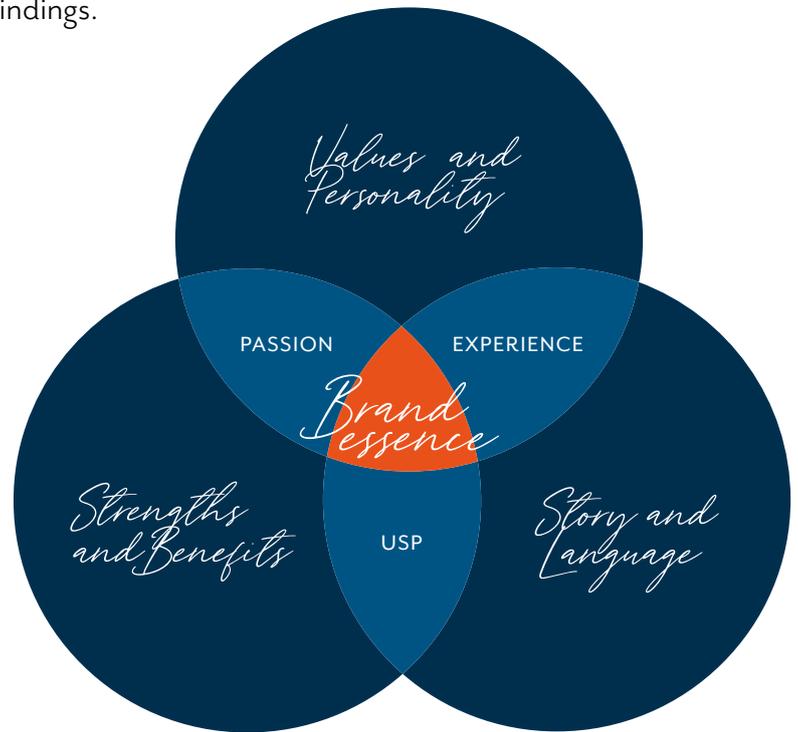
_____

_____

_____

Threats

_____

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Brand profile

Create your own brand profile based on your findings.

- Values and personality
- Passion
- Experience
- Strengths and benefits
- USP
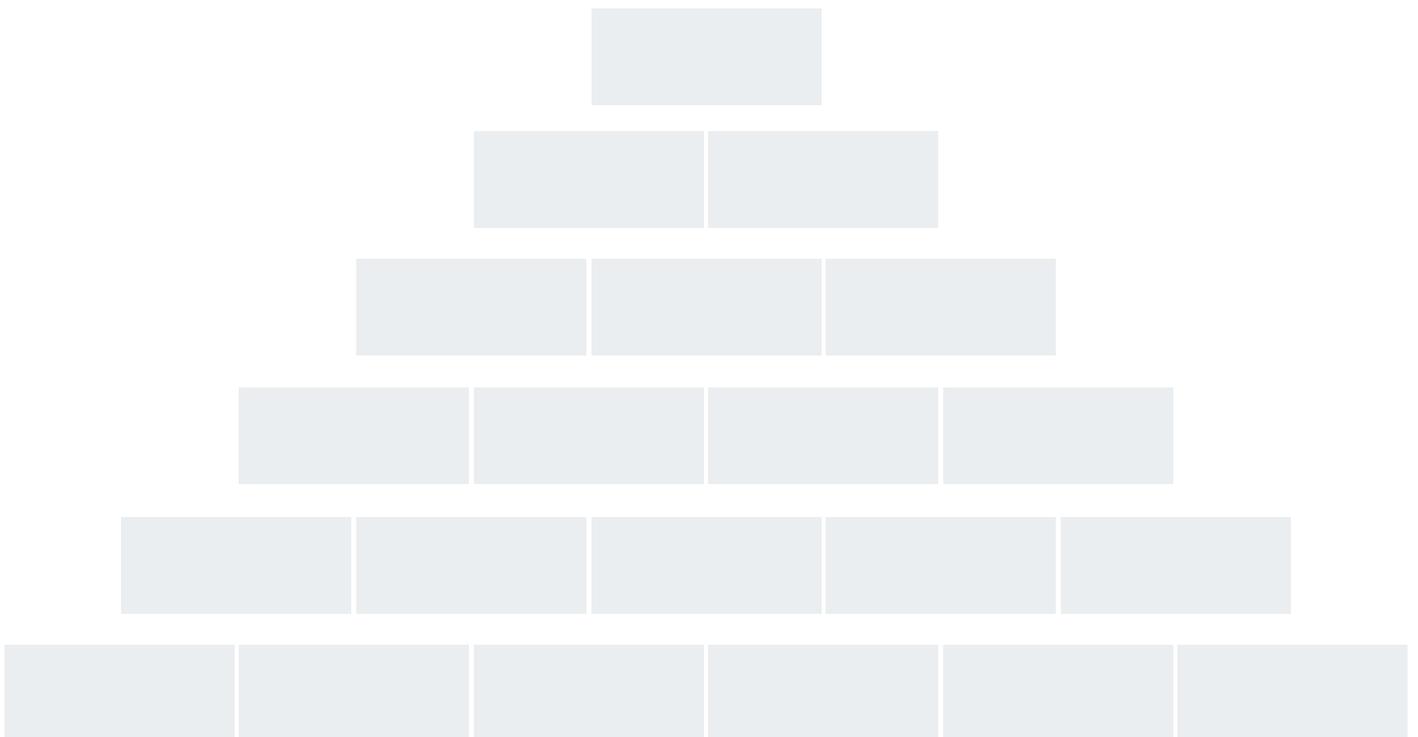- Story and language
- Brand essence

Brand framework

Now try to put it all together in your own brand framework

Purpose

| GOALS/ TARGETS |

Core values

| BELIEVES | OPINIONS |

Strengths   *Skills*

| PROFESSIONAL SKILLS | LIFE SKILLS | EXPERT SUBJECTS |

| ATRIBUTES | TALENTS | PASSIONS | ATTITUDES |

Credibility

| EDUCATION | EXPERIENCE / TRACK RECORD | TESTIMONIALS | PUBLICATIONS | AWARDS |

| NAME | POSITION / TITLE | BRAND VALUES | BRAND IDENTITY | TAGLINE / HASHTAGS | STORY |

Brand elements

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Creative tasks

You want your personal branding to be consistent. At all times you want to stay true to your brand. This includes your behaviour and reaction as well how your brand looks to others. Develop a personal brand guide that documents both the tangible and the intangible elements of your brand.

Define a consistent colour scheme and set of typefaces to use throughout any media. They should be the same on your website, social accounts, business cards and anything else you have that is printed. If you represent a business, these should match the colours and fonts of your business.

Look at everything you use publicly. Your stationery, email footers, accounts and invoices, any brochures you hand out. Your social profile designs, presentation slides, office signage etc... You might even go as far as buying a car that fits your preferred colour scheme and wearing appropriately coloured ties or other clothing to any public event you attend.

☑ Write a creative brief for help with the visual aspects of your brand

☑ Define your brand tone of voice with copy writing samples

☑ Define your brand colours

☑ Define typefaces

☑ Define profile pictures / logos

☑ Define signature

☑ Create a brand guide

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Administrative tasks

Check social media profiles

☑   Verification on another Social Network

☑   Wikipedia Page

☑   Featured Press

☑   Personal website/blog

☑   Contributor on another website

☑   Is this username / brand trademarked

☑   Is your social media account verified

☑   Set up a 'mention' alert to keep track

☑   Check online profiles for accuracy / current information

☑   Check top search results in different search engines

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What's next?

Create an action plan for your intended purpose.

☑   Define your personal brand

☑   Identify your purpose and objectives

☑   Define your audience

☑   Define platforms where you can reach your audiences

☑   Create a campaign plan

☑   Create a sequence of messages

☑   Gather feedback and adjust if required

☑   Meassure impact

☑   Audit consistency and effectiveness

Thank you

If you'd like to work on your personal brand,
please get in touch!

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