

MY DESIRED BRAND

List up to six elements of your brand that you want to be true. Rate how fully you express them in your current life and career (Scale: 0 – not at all to 10 – completely)

What do I want people to say about me around the water cooler?

Brand elements	Expression Score (0-10)	Comments

Which brand elements are most important to keep in your awareness?

WHAT IS MY BRAND? KNOW HOW OTHERS SEE YOU

Other people's perceptions of us can provide extremely useful information about our talents and capacities. In the questions below, consider the feedback you have received from colleagues, managers, peers and customers. In what specific areas or performances have you received compliments or praise from customers, managers or coworkers?

What specific feedback for improvement have you received from customers, managers and coworkers?

How does your manager or supervisor view your long-term potential? What key strengths do they see? What (if any) potential barriers to your long-term success do they see?

Summarize your findings and identify specific areas of excellence and opportunities for improvement.

WHAT IS MY CURRENT BRAND? Strengths and Non-Strengths

What are your strengths? Where do you excel?

What skills do other people recognize in you?

What do you do better than most people you work with?

What, about yourself, are you most proud of or satisfied with?

What experiences, resources or connections do you have access to that others don't?

What are you passionate about?

What energizes you?

Development Needs

What do you try to do that you just can't seem to master?

Are there one or two aspects of your personality that hold you back?