Participant name: XYZ

Personal Brand Audit

Personal Branding Workshop – Career Advancement Program

Welcome to the Personal Brand Audit – a transformative journey to dissect and redefine your brand. Explore the depths of your current image, values, and aspirations. Together, we will sculpt a roadmap to project the authentic brand you envision into the future and build an outstanding reputation. Unearth, evolve, excel.

1. Let's start by defining how you see yourself.

**Identify your six dominant strengths**

*Uncover your fundamental strengths precisely. Identify six dominant qualities that differentiate you and drive your growth. These may include positive attributes or skill-based strengths.*

|  |  |
| --- | --- |
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

**What is unique about you? What makes you stand out from others?**

*Think about your robust achievements, exceptional professional experience, skills from diverse industries, outside work activities, distinctive training, or received acknowledgments.*

|  |
| --- |
|  |

1. Now let's look at how others perceive you.

Once you have a clear picture of yourself, try to look at your profile through the eyes of others. I recommend you turn to three trusted people from your professional circles and ask about the following:

**What strengths do they see in you? When did you demonstrate them?**

**What distinguishes you from others?**

|  |
| --- |
| Person 1: |

|  |
| --- |
| Person 2: |

|  |
| --- |
| Person 3: |

1. Compare both views.

*Compare your vision of yourself and how others see you and note any significant similarities and differences.*

|  |
| --- |
|  |

1. What are your vision and mission?

Our career and life are not just a random set of events and a fight for survival. Each of us, often unconsciously, is guided by a certain vision, goals, and values.

**What is your vision?**

*Vision is a vivid mental image of a desired future, providing direction and purpose. It serves as a compass, guiding decisions and actions, fostering motivation, and shaping a fulfilling life journey.*

|  |
| --- |
|  |

**How would you define your mission?**

*Mission is the practical steps and purpose-driven actions you undertake in the present to move towards that envisioned future.*

|  |
| --- |
|  |

**Identify your core values**

*Core values are the fundamental beliefs and principles that guide your behavior and decision-making. They represent the deeply held convictions that shape your character and serve as a moral compass.*

|  |
| --- |
|  |

1. What direction do you want your career to go in?

A classic interview line about where you see yourself in five years. Reflect on the following questions and write your answers to clarify your vision of a professional future.

**What are my professional goals and where do I aim to be in my career?**

|  |
| --- |
| Goal 1:  Goal 2:  Goal 3: |

**Which brand should I establish today to move closer to that desired future?**

|  |
| --- |
|  |

1. What is your value proposition?

*The value proposition refers to your unique combination of skills, expertise, and qualities that you bring to a job or a professional role. It is essentially what sets you apart and makes you valuable to employers, clients, or colleagues. A strong value proposition communicates the specific benefits and contributions that you can offer, making you stand out in the competitive job market or within your industry.*

**My value proposition:**

|  |
| --- |
|  |

1. Your brand personality

Every brand has a personality. Think about how you communicate with others and how you would like to actually be perceived? What makes you stand out on this list?

* **Honesty** – are you beating around the bush or just blowing it off?
* **Emotionality** – are your messages subdued or do you have mood swings?
* **Competences** – do you boast about your knowledge, or are "non-knowledge" factors important?
* **Sophistication** – do you complicate things for better effect, or is the simpler the better?
* **Sharpness** – are you polite or do you tend to swear?

|  |
| --- |
|  |

1. Lastly, let’s figure out how to live your brand actively.

**What qualities, skills, and abilities do you want to be recognized for?**

|  |
| --- |
|  |

**List 5-10 ways to demonstrate the above in practice. Be creative.**

|  |
| --- |
|  |

**How will you commit to implementing the brand strategy to life?**

|  |
| --- |
|  |