



DNA OF SUCCESS

CAREER EVOLUTION
PROGRAM

Personal Brand Blueprint

A Guide to Auditing and Elevating
Your Professional Identity

Participant name:

Welcome to the Personal Brand Blueprint, a transformative journey of dissecting and redefining your brand to build a precise growth strategy. 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 that brings you closer to your desired role. Unearth, evolve, excel.

SELF-DISCOVERY AND DIFFERENTIATION

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

Identify your strengths, weaknesses, opportunities, and threats

Uncover the fundamentals of your brand. A SWOT analysis helps you identify your strengths, weaknesses, opportunities, and threats, enabling you to better understand and enhance your professional image.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

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.

II. 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:

III. Compare both views

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

IV. 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.

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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.

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V. 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:

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

VI. What is your Unique 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.

What is my Unique Value Proposition?

VII. 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? Rate each item on a scale of 1 to 5.

- **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?

ASPECT	RATING
Honesty	1 - 5
Emotionality	1 - 5
Competences	1 - 5
Sophistication	1 - 5
Sharpness	1 - 5

VIII. Tell your story

A personal brand story is crafted by defining your unique strengths, values, and mission while creating an emotional connection with your audience. It should include your background, the challenges you've overcome, your core values, and how you add value or solve problems for others. A strong personal brand story is authentic, relatable, and consistently reflects your personality and professional identity across all interactions.

TARGET AUDIENCE AND KEY MESSAGES

I. Identify your target audience

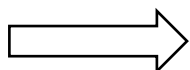
My target audience(s):

Identifying your personal brand's target audience as a job seeker helps you focus on the employers, industries, and professionals who align with your skills, experience, and career goals. This allows you to tailor your job search efforts strategically. Be as precise as possible.

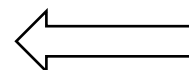
What are their core values?

Identify a typical persona for each of your target groups

Use this external tool to create a persona that you can use to communicate with and influence better.



[Make My Persona Tool](#)



II. Map the touchpoints

Mapping touchpoints between yourself and target audiences helps you identify where and how you interact with potential employers, recruiters, hiring managers, decision-makers, industry professionals (or any other audiences). This enables you to optimize your presence and communication consistently across these platforms. Examples of touchpoints include LinkedIn, email, WhatsApp, industry events, etc.

TRADITIONAL	COMBINED	DIGITAL

III. Qualities you want to be recognized for

Clarifying the qualities, skills, and abilities you want to be recognized for helps your audiences identify the strengths that set you apart and resonate with them, ensuring your unique value is effectively communicated. List 4-6 qualities.

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Ways of demonstrating them in practice

Listing ways to creatively demonstrate your identified qualities in practice allows you to think outside the box, finding unique and impactful ways to showcase your strengths to potential employers, whether through projects, personal stories, or innovative problem-solving examples. List 5-10 ways.

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IV. Your key messages

Key messages are the core ideas or themes a brand consistently communicates to its target audience. These messages reflect the brand's value proposition, mission, and unique selling points and are designed to influence how the audience perceives the brand. They should be clear, concise, and aligned with the brand's overall strategy, ensuring consistency across all communication channels and touchpoints.

Craft up to 5 key messages of your personal brand.

Message 1:
Message 2:
Message 3:
Message 4:
Message 5:

PUTTING YOUR BRAND INTO ACTION

- I. Lastly, let's reflect on your long-term brand goals

Long-term personal brand goals are the strategic objectives that align your professional identity with your desired career path, such as becoming known as an expert in a specific field or industry. These goals help by creating a clear, consistent narrative highlighting relevant skills, values, and achievements, positioning you for opportunities leading to career growth. By building credibility and visibility in the right areas, these brand goals can attract attention from key employers and open doors to advancement.

Identify three long-term personal brand goals that, when achieved, will bring you closer to your desired career advancement, whether it be becoming a recognized thought leader on LinkedIn, developing a network of contacts in your industry, etc.

Goal 1:
Strategy to achieve it:
Metrics:

Goal 2:
Strategy to achieve it:
Metrics:

Goal 3:
Strategy to achieve it:

Metrics:

How much time are you willing to invest weekly to build your personal brand?

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