

Personal Branding: Reflection Activity

Carol Stanek, Community Education Instructor

Goals. What are your short-term and long-term goals? It might help to break down in to one, three, five year blocks of time.

Achievements. What have you done that you take the most professional pride? What are some of your shining moments? Include what obstacles you had to overcome.

Specialization. Do you possess specific credentials? Any special experiences?

Leadership. Have you led projects? Have you created team based communication strategies? Can you name them?

Strengths. What are your core strengths?

Values. What do you value most highly? What do you stand for? (i.e. honesty, integrity, teamwork, drive, agility, vitality, etc.)

Skills. What are the skills you most enjoy using? What are those that come easily for you?

Passion. What do you love to do so much you lose track of time when you are doing it?

Reputation. How do you think your current and previous managers, colleagues and superiors would describe you? After you leave the room?

Character. How would friends, colleagues describe your character?

Personality. How does social media capture your personality? Do you have a LinkedIn profile and what does it say about you? Your endorsements?

Visibility. Can people find you? Do you have a strong social media presence? Have you published a blog? Have you written for a professional trade publication? Are you a known expert in a field?

Alignment. Is there alignment between: how you describe yourself and how others describe you? How you depict yourself on social media and how others view you? How you view yourself in public and how the public does? Are your various personas on social media consistent?

Persistence. Do you have references that speak to your good work ethic, your ability to persevere until you finish the job?

Goodwill. Do you have references who will sing your praises? Are those accolades consistent? What common threads do you see?

Competition. Who are your competitors?

Teamwork. How do you connect with others? How do others respond to you? How do you solve problems or get results? Do you prefer to work in groups or do you prefer to work on your own and can you say why? How do you manage that?

Distinctiveness. What are your UNIQUE talents? Attributes? Special Gifts? What differentiates you from others? What are you known for in your field, job, or organization? What makes you the ideal choice for your target audience rather than your competition?