

THE MOM PROJECT

Personal Brand Worksheet

Your personal brand is the stories people tell about you when you're not in the room. It represents who you are and helps to amplify what you believe in and what you want to be known for, as a whole person, not just an employee.

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A great personal brand builds **credibility, authority** and **trust**. People know what they're going to get with you.

Every professional can benefit from having a strong sense of their personal brand. Whether you are pursuing speaking opportunities or simply preparing your portfolio to begin a career search, your personal brand is your anchor. It's the topics, styles, approaches and methods you're known for, whether that's in how you lead a team or design a marketing brochure.

Use this worksheet to discover YOUR personal brand and what it says about you.



<p>WHAT YOU LOVE</p> <p>You may include a few personal things here but be sure to focus on what you love about your career.</p> <ul style="list-style-type: none">•••	<p>WHAT YOU'RE GOOD AT</p> <p>Again, think in terms of your profession and explaining your experience. What hard and soft skills do you bring to the table?</p> <ul style="list-style-type: none">•••
<p>YOUR VALUES & PURPOSE</p> <p>How can you use part of what you do to advance someone or something you really believe in?</p> <ul style="list-style-type: none">•••	<p>HOW YOU'RE DIFFERENT</p> <p>What is unique about your experience or life that makes you do things differently and will help you stand out as a candidate?</p> <ul style="list-style-type: none">•••

Using Your Personal Brand to Tell Career Stories

Responding to an interview question with a specific career story that expresses your personal brand is more memorable than a simple “yes” or “no” style response. Career stories are notable moments that highlight who you are (your personal brand) and what you’ve accomplished professionally.

Many of the most common interview questions ask for an example of a time you solved a particular challenge. Preparing a few career stories can help you answer these questions in a memorable way.

Think about an example of a time you overcame a challenge at work. Now, write down your answer to the question using this model:

SHARING MEMORABLE CAREER STORIES

<p>INTRODUCTION: SET UP THE STORY.</p> <p>We were in the middle of planning our largest annual event for over 1,000 attendees.</p>
<p>INCIDENT: WHAT WAS THE CHALLENGE?</p> <p>The marketing manager left in the middle of the planning process.</p>
<p>STAKES: WHAT MADE THE SITUATION MORE CRITICAL?</p> <p>They had owned many of the action items and didn’t provide transition notes.</p>
<p>ACTION YOU TOOK: BE SPECIFIC.</p> <p>I’m a hands-on problem solver and jumped in to get on the phone and quickly assess where everything stood rather than try to piece things together through old emails.</p>
<p>RESOLUTION: WHAT WAS THE OUTCOME?</p> <p>The event drew the largest response we’ve seen in the past decade and we were tweeted by several major brands in attendance for a wonderful event.</p>