**Personal Brand Questionnaire & Worksheet**

*A Quick and Easy Self-Assessment for Personal Branding*

**Instructions:** Complete each section and include detail/examples when possible.

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| **Section 1: Rate Your Brand** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Select One** | | | **Comments/Examples** |
| My brand is unique | Yes | Not Sure | Needs Work |  |
| My brand is consistent | Yes | Not Sure | Needs Work |  |
| My brand is memorable | Yes | Not Sure | Needs Work |  |
| My brand tells people I bring value | Yes | Not Sure | Needs Work |  |
| My brand is trustworthy | Yes | Not Sure | Needs Work |  |

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| --- | --- | --- |
| **Section 2: Ask Others About Your Brand** | | |
| **Ask 3-5 people the following questions:** | **Response** | **Example to Support** |
| 1. What are 3 things I do well (strengths, talents, etc.)? |  |  |
| 1. What are 3 adjectives that describe me? |  |  |
| 1. What 3 adjectives do NOT describe me? |  |  |
| 1. What would others say is most unique (stand out) about me? |  |  |
| 1. If I had to improve in one area (soft skills, technical skills, etc.), what would that be? |  |  |

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| **Section 3: Compare** | | |
|  | **Response** | **Example to Support** |
| What is different from how others see you? |  |  |
| What do you like and dislike about your brand? |  |  |
| How does your brand match up with the definitions of a strong brand (unique, consistent, memorable, valuable & trustworthy)? |  |  |
| If you do not like how others see you, what behaviors, attitudes and talents do you need to develop? |  |  |
| What insights have come from you asking about your brand? |  |  |

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| **Section 4: Talents / Strengths** | |
| **List your top 5 talents / strengths\*** | **Example to Support** |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |

\*Examples of talents / strengths / non-negotiables

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Accountability | Caution | Cooperation | Fairness | Innovation | Loyalty | Profit | Security | Unity |
| Achievement | Challenge | Creativity | Faith | Integrity | Making a Difference | Purpose | Service | Variety |
| Adaptability | Collegiality | Customer satisfaction | Family | Intelligence | Money | Quality | Socializing | Vision |
| Advancement | Collaboration | Dignity | Friendship | Involvement | Opportunities | Recognition | Spirituality | Wealth |
| Adventure | Community | Diversity | Focus | Justice | Organization | Resilience | Stamina | Winning |
| Attentiveness | Compassion/Caring | Empathy | Forgiveness | Knowledge | Partnering | Respect | Status | Wisdom |
| Authority | Competition | Energy | Honesty | Leadership | Peace | Responsibility | Success | Unity |
| Balance | Confidence | Enthusiasm | Humor/Fun | Learning | Positivity | Results | Teamwork | Variety |
| Being the Best | Contribution | Environmental Awareness | Influence | Long-term View | Prestige | Risk Taking | Tradition | Vision |
| Belonging | Control | Ethics | Initiative | Love | Productivity | Safety | Trust |  |

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| **Section 5: Core Values** | |  |  |
| **List your top 5 non-negotiables / core values\*** | **Behaviors that express these values** | **List top 5 values you will**  **NOT tolerate** | **Behaviors that reveal these** |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |

|  |  |  |
| --- | --- | --- |
| **Section 6: Your Value Proposition** | |  |
| **Describe the unique value you offer** | **Response** | |
| The unique value I offer is …  *Example: I help \_\_\_\_\_\_ get to \_\_\_\_\_\_\_\_* |  | |
| What is the benefit of my contributions? |  | |
| The problem(s) I solve … |  | |
| What value does my brand stand for? |  | |
| Unlike others, I …. |  | |
| A story to support my value is … |  | |

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| --- | --- | --- |
| **Section 7: Your Impact\*** |  | |
|  | | **Response** |
| What do people say after they meet or work with you? | |  |
| What positive / effective attributes do you have that you can leverage / build on? Skills to reinforce? | |  |
| What can I develop to increase my ability for impact? | |  |
| How do I come across to others? | |  |

\*Examples of Impact:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Personable | Enthusiastic | Prosperous | Bold | Adventurous | Loyal | Meticulous | Caring |
| Authentic | Salt of the Earth | Trustworthy | Competitive | Innovative | Rebellious | Passionate | Energetic |
| Knowledgeable | Tough | Compassionate | Humorous | Supportive | Spiritual | Humble | Brilliant |

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| **Section 8: Backing Up Your Brand** |
| **Specific Results & Achievements to Support Your Brand (Awards, Publications, etc.)** |
|  |
| **Samples of Work to Support My Brand** |
|  |
| **My Network of Supporters Includes** |
|  |

**Please draft a Professional Mission Statement:**