

personal brand

Step 1

Identify someone that demonstrates a strong personal brand. Reflect on how that person used their values, in combination with their actions, to build and reinforce their brand.

Example situations:

- Building trust
- Communicating
- Decision making
- Inclusive Collaboration
- Managing change
- Other?

Answer the following questions about the person selected.

On the continuum lines below, indicate what amount and type of Information and Interactions informed the opinion:

Subjective information
(thoughts and feelings):



Objective information
(facts and figures):

Indirect interactions
(their actions with others):



Direct interactions
(their actions with you):

Step 2

- 1. What do these percentages say about their brand?**
- 2. How do they promote their brand?**
- 3. Does their brand differentiate themselves from their peers?**
- 4. What aspects of their brand would you want to include in your own brand?**
- 5. What aspects of their brand would you want to avoid in your own brand?**