

personal brand

Step 1

Identify your top 5 values. Select ones that are relevant today, at this moment in your life. Make any additions to this list if needed.

- | | |
|-------------------------------------|---------------------------------------|
| <input type="radio"/> Integrity | <input type="radio"/> Fun |
| <input type="radio"/> Empowerment | <input type="radio"/> Commitment |
| <input type="radio"/> Resilience | <input type="radio"/> Spirituality |
| <input type="radio"/> Courage | <input type="radio"/> Professionalism |
| <input type="radio"/> Equality | <input type="radio"/> Growth |
| <input type="radio"/> Advocacy | <input type="radio"/> Creativity |
| <input type="radio"/> Confidence | <input type="radio"/> Assertiveness |
| <input type="radio"/> Support | <input type="radio"/> Justice |
| <input type="radio"/> Authenticity | <input type="radio"/> Adaptability |
| <input type="radio"/> Collaboration | <input type="radio"/> Compassion |
| <input type="radio"/> Leadership | <input type="radio"/> Health |
| <input type="radio"/> Inclusivity | <input type="radio"/> Independence |
| <input type="radio"/> Self-respect | <input type="radio"/> Trustworthiness |
| <input type="radio"/> Openness | <input type="radio"/> _____ |
| <input type="radio"/> Willingness | <input type="radio"/> _____ |
| <input type="radio"/> Curiosity | <input type="radio"/> _____ |
| <input type="radio"/> Persistence | <input type="radio"/> _____ |

Step 2

Write an action statement for at least 2 of your top 5 values from above. Consider how you demonstrate those values in your everyday work, or at critical times.

Pro Tip: Think about ways in which others would be able to know that you hold those values. What do those values look like when you are prioritizing them? How have you demonstrated them in the past?

If needed, reflect on feedback you may have received through the Appreciation Zone or during 1:1 meetings.

Example:

If you selected the value Integrity, your action statement may look something like this:

"I take responsibility for my actions, even if they are mistakes or cause problems."

Value

Action statement

Value

Action statement

Value

Action statement

Value

Action statement

Value

Action statement

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Step 3

Create a personal statement that will be used in your Workday profile. Use your Values from Step 1, combined with your Action Statements from Step 2, to inform and create a brief statement that communicates your role at T-Mobile through the way you do your work (otherwise known as your Personal Brand).

This statement is visible to everyone at T-Mobile via your Workday Profile. It serves to represent you and informs others about you and how you do your work (e.g. Talent Statement).

Pro Tip: Try different variations to find a combination that accurately reflects you and feels right.

Example:



"I **achieve** accurate and timely payroll calculations **through** collaboration and responsibility **in order to** ensure every employee can depend on T-Mobile's compensation commitments."

I **achieve** _____
(work results)

through _____
(values / behaviors / actions)

in order to _____
(purpose / goals / outcomes)
