

# **Creating a Self-Brand**

Professional Development Event  
Sponsored by HADN, BAHA, and LAHA

Hewitt Associates

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# Brand Evaluation Worksheet

Current State	Desired State
<p>What am I (skills, attitude, character, experience, values)?</p>	<p>What do I want to be?</p>
<p>What is my service/talent?</p>	<p>What makes it distinctive?</p>
<p>Do the projects I work on make a difference?</p>	<p>How can I transform my projects so that they make a difference?</p>
<p>What am I known for?</p>	<p>By this time next year, what else do I also want to be known for?</p>
<p>What am I doing right now to build my brand?</p>	<p>What can I begin doing to make my brand more visible?</p>

## Brand You Sentence Completion Exercise

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1. The most memorable thing about me is...
2. The greatest misconception people have about me is...
3. Most people who do not know me think that my role/occupation is...
4. My greatest accomplishment at work in the last six months was...
5. The work/project I've received the most recognition for was...
6. The work that I have the most passion around is...
7. An unexpressed talent I would like to integrate into my work is...

# Brand You Icon

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Draw a picture, design, or symbol that represents the look of **Brand You**.

1. Why did you choose this icon?
2. What does it say about your unique service offer?
3. What does it say about your value?
4. What meaning would it have for others? What emotions do you think it will arouse in others?

# Revolutionary Job Title Exercise

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Create a **Brand You Business Card**.

Think of what your title would be. Create a title that speaks to the essence of what you do in the most creative and distinct way you can imagine!

## **Example**

Current Job Title: **Chief Learning Officer**

Brand You Job Title: **Lead Champion and Catalyst for the Creation of Out-of-the-Box Learning Solutions, Enterprise-wide.**

**My Brand You Title**

## Your “Brand You” Yellow Page Ad

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Create a one-paragraph ad that markets and promotes Brand You. Imagine that others are shopping for your services. What can you offer that no one else is offering?

Refer to the descriptions you provided on the other worksheets. Keep in mind:

- Your target audience (whose perception you are trying to manage);
- Functional benefit of your services;
- Economic value; and
- Psychological benefit.

### Your Ad

# Brand You Action Plan

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## Identify Your Current Brand

Meet with a variety of individuals within your professional circle. Get an indication of what the word on the street is about you—what brand are you already projecting? Ask what comes to mind when they hear your name (e.g., accomplishments, strengths, values, personality, etc.).

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**Create a list of how you are perceived by others.**

**Compare this with how you want to be perceived—  
your Brand Objective.**

What are you known for professionally?	What you want to be known for professionally?
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How do others describe you and your work?	How you want others to describe you and your work?
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What major talents and accomplishments are you associated with?	What major talents and accomplishments do you want to be associated with?
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How does this support your career and personal goals?	How does this support your career and personal goals?
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## **Create a Personal Brand Statement**

Write one to three sentences that describe:

- What you stand for (your purpose or direction in life).
- What you value/live by.
- Your value proposition to your target audience (e.g., what problem you can help them solve and methods you will use).
- What is unique about you?

# Create your Branding Strategy

What actions will I take to:

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Actions		By when?
<b>Define My Brand</b>		
<b>Strengthen My Brand</b>		
<b>Increase My Brand's Visibility</b>		
<b>Measure the Effectiveness of My Brand</b>		

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## A Process for Defining Brand You!

- Define your market and its needs.**
- Analyze the external marketplace.
- Analyze the internal environment.
  - How can you take advantage of new trends and changes?
  - What problems need to be solved?
  - What needs aren't being met?
  
- Define your worth.**
- Keep in mind the functional, economic, and psychological benefits.
  - What are my best traits/strengths?
  - What skills and abilities do I have that are a solution for my target market?
  - How can I create an emotional bond?
  - What attributes differentiate my brand (me)?
  
- Develop a personal brand statement.**
  
- Create the packaging.**
- What image do you want to convey?
  - Consider your personality.
  - Consider your “look” and “feel.”
  - Consider the emotion you want to arouse in others.
  
- Execute**
- Develop and document your brand marketing plan.
- Execute your plan.
- Measure your impact/effectiveness.
  - Feedback from others.
  - Impact on work.
  - Impact on assignments/roles given.
- Readjust and respond to market dynamics.

## Additional Resources

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*Build Your Own Life Brand! A Powerful Strategy to Maximize Your Potential and Enhance Your Value for Ultimate Achievement*—Stedman Graham

*Cracking the Corporate Code: The Revealing Success Stories of 32 African-American Executives*—Price M. Cobbs and Judith L. Turnock

*Creating You & Co: Learn to think like the CEO of your own career*—William Bridges

*Discover Your Sales Strengths*—Benson Smith and Tony Rutigliano

*Good to Great*—Jim Collins

*Marketing Imagination*—Theodore Levitt

*Seven Habits of Highly Effective People*—Steven Covey

*The Brand You 50 Or: Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion!*—Tom Peters

*The Total Package*—Thomas Hines