

# PERSONAL BRAND POWER ASSESSMENT

## VALUES AND STRENGTHS

CORE VALUES: HAVE I IDENTIFIED AND PRIORITIZED MY CORE VALUES THAT GUIDE MY DECISIONS AND ACTIONS?

STRENGTHS ASSESSMENT: HAVE I ASSESSED MY STRENGTHS AND IDENTIFIED THOSE THAT MAKE ME STAND OUT AS A LEADER?

ALIGNMENT: ARE MY VALUES AND STRENGTHS REFLECTED IN DAY-TO-DAY BEHAVIOR AND INTERACTIONS?

## NETWORKING AND ENGAGEMENT

NETWORKING EFFORTS: DO I ACTIVELY ENGAGE IN NETWORKING OPPORTUNITIES TO EXPAND MY REACH AND INFLUENCE?

COLLABORATIONS: HAVE I COLLABORATED WITH OTHERS, DEMONSTRATING MY ABILITY TO WORK EFFECTIVELY IN TEAMS?

COMMUNITY INVOLVEMENT: HAVE I CONTRIBUTED TO MY PROFESSIONAL COMMUNITY BY PARTICIPATING IN INDUSTRY EVENTS OR MENTORSHIP PROGRAMS?

THOUGHT LEADERSHIP: DO I SHARE EXPERTISE THROUGH THOUGHT LEADERSHIP ACTIVITIES, SUCH AS SPEAKING ENGAGEMENTS OR WRITING ARTICLES?

## BRAND MESSAGING

BRAND STATEMENT: DOES MY BRAND STATEMENT CLEARLY DEFINE WHO I AM AS A LEADER AND WHAT I STAND FOR?

ELEVATOR PITCH: CAN I SUCCINCTLY DESCRIBE MY PERSONAL BRAND IN A 30-SECOND ELEVATOR PITCH?

COMMUNICATION STYLE: IS MY COMMUNICATION STYLE CONSISTENT WITH MY BRAND VALUES? AM I CLEAR, TRANSPARENT, AND ENGAGING IN MY INTERACTIONS?

MESSAGING CONSISTENCY: IS MY BRAND MESSAGE CONSISTENT ACROSS ALL PLATFORMS AND INTERACTIONS?

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## GOAL SETTING

SHORT-TERM GOALS: HAVE I SET SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, AND TIME-BOUND (SMART) SHORT-TERM GOALS FOR MY PERSONAL BRAND?

LONG-TERM VISION: HAVE I OUTLINED A LONG-TERM VISION FOR HOW MY PERSONAL BRAND WILL EVOLVE AND CONTRIBUTE TO MY CAREER AND LEGACY?

## CONSISTENCY AND AUTHENTICITY

CONSISTENCY: DO MY ACTIONS AND BEHAVIORS ALIGN WITH MY PERSONAL BRAND MESSAGE AND VALUES CONSISTENTLY?

AUTHENTICITY: DO I STAY TRUE TO MYSELF AND MY BRAND, AVOIDING THE TEMPTATION TO PRESENT A FALSE IMAGE?

## LEGACY AND IMPACT

LEGACY BUILDING: HOW AM I ACTIVELY BUILDING MY LEGACY THROUGH MY WORK, CONTRIBUTIONS, AND LASTING IMPACT ON OTHERS?

MEASURING IMPACT: HAVE I MEASURED THE IMPACT OF MY PERSONAL BRAND ON MY CAREER AND PROFESSIONAL RELATIONSHIPS?

## FEEDBACK AND ADAPTATION

FEEDBACK COLLECTION: HAVE I SOUGHT FEEDBACK FROM COLLEAGUES, PEERS, OR MENTORS TO GAIN INSIGHTS INTO HOW OTHERS PERCEIVE MY PERSONAL BRAND?

ADAPTATION: HAVE I ADJUSTED MY BRAND MESSAGE OR BEHAVIOR BASED ON CONSTRUCTIVE FEEDBACK TO ENHANCE MY BRAND'S EFFECTIVENESS?

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## ONLINE PRESENCE

SOCIAL MEDIA ACCOUNTS: DO MY SOCIAL MEDIA PROFILES (E.G., LINKEDIN, INSTAGRAM, X) ALIGN WITH MY PERSONAL BRAND, FEATURING RELEVANT CONTENT AND MAINTAINING A PROFESSIONAL TONE?

PERSONAL WEBSITE/BLOG: IS MY WEBSITE OR BLOG UP-TO-DATE, REFLECTING MY EXPERTISE AND PASSIONS?

CONTENT CONSISTENCY: DO I CONSISTENTLY SHARE VALUABLE CONTENT THAT ALIGNS WITH MY BRAND VALUES AND EXPERTISE?

## ACTION PLAN

ACTION STEPS: BASED ON MY ASSESSMENT RESULTS, WHAT SPECIFIC ACTION STEPS WILL I TAKE TO ENHANCE MY PERSONAL BRAND?

TIMELINE: WHAT IS MY TIMELINE FOR IMPLEMENTING THESE ACTION STEPS AND MONITORING PROGRESS?

# Happy Branding!

