
PRE-ASSIGNMENT

Think of five people who you really admire. (They may come from business or from your personal life.) Use the space below to write down their name and how you know them (family member, colleague, former boss, coach, mentor, teacher, etc.). Then write down the characteristics you most admire about them (or that make them stand out).

Person One

Name: _____

Relationship to you: _____

Characteristics that you admire:

Person Two

Name: _____

Relationship to you: _____

Characteristics that you admire:

Person Three

Name: _____

Relationship to you: _____

Characteristics that you admire:

Person Four

Name: _____

Relationship to you: _____

Characteristics that you admire:

Person Five

Name: _____

Relationship to you: _____

Characteristics that you admire:

SESSION TWO: IMPORTANCE OF A PERSONAL BRAND

PRE-ASSIGNMENT REVIEW

Review the list of characteristics you identified in your pre-assignment and answer the following questions.

What do these characteristics contribute to (i.e. overall success or something more specific)?

What makes someone worthy of admiration?

Why do we select the role models and mentors that we do?

MAKING CONNECTIONS

Review the list of characteristics you identified in your pre-assignment. Which of these traits do you feel you have?

What traits would others use to describe you?

What traits would you like to exhibit?

YOUR PERSONAL BRAND

Thinking of people who have ownership over their personal brand can be a bit challenging. First, let's look at some corporate brands that we are probably all familiar with, such as:

- McDonald's
- Coca-Cola
- Nike
- Toyota

What is it about these brands that make them memorable?

Now, consider some people who have a particular look about them. Who are they? What makes them memorable?

What does developing a personal brand mean to you?

In what ways will developing a personal brand benefit you?

SESSION THREE: YOUR BRAND APPROACH TO OTHERS

BRAND STYLE ASSESSMENT

Choose the phrase that most closely reflects the way you see yourself (not the way you want others to see you). Sometimes you may feel that more than one statement fits; if that happens, choose the one that is most like you most of the time.

1. When I meet someone at a cocktail reception, I like to:

- a. Learn lots about them
- b. Tell them about myself
- c. See what's on the food table
- d. Hover on the fringe, observing, and interacting as people approach

2. When I attend a networking event or workshop, I usually:

- a. Listen attentively to all introductions
- b. Don't need to be introduced; we all have name tags
- c. I listen to most of them, but if they are too long-winded my attention drifts elsewhere
- d. I avoid these events because I have too much else to do

3. When I am in a managerial or leadership role:

- a. People on my team come to me for direction
- b. I check every step of the project
- c. I encourage them to be independent
- d. I avoid giving negative performance reviews

4. When I go to a meeting, I usually:

- a. Volunteer to take notes
- b. Sit near the meeting chair, but avoid taking notes
- c. Sit with at least one seat between me and the next person
- d. Sit beside another person

5. When I meet someone I know fairly well:

- a. I ask about how their day is going
- b. I share a story or a joke
- c. I get right to the point
- d. I introduce the conversation by outlining its purpose

6. When I am at a meeting and someone is doing a presentation:

- a. I want it to bring a few laughs
- b. I try to imagine how the presenter feels
- c. I try to analyze the logic of what's being discussed
- d. I get bored or impatient if it does not flow well or engage me

7. When people enter my work space or home, I usually:

- a. Invite them to sit down
- b. Tell them to sit down
- c. Let them decide where or whether they want to sit
- d. Pull out a chair for them

8. When I am speaking with people:

- a. I prefer to stand close to them
- b. I like to keep three feet or more of distance between us
- c. I need to have room to step back if they get too close
- d. I don't mind if they are close to me

9. When I deliver a presentation, it:

- a. Is well organized
- b. Connects to people on an emotional level
- c. Is powerful
- d. Is entertaining

10. My telephone calls:

- a. Are almost non-existent now; I text for efficiency
- b. Avoid small talk and focus on purpose
- c. Are animated and lively
- d. Tend to be quite long

11. Publicly speaking on a cell phone:

- a. Keeps life interesting
- b. Makes most people uncomfortable
- c. Helps me learn what people are thinking about
- d. Should be avoided

12. When my work group celebrates a big win, I tend to:

- a. Attend the party
- b. Organize the party and invite everyone
- c. Focus on the time and money it involves
- d. Avoid the party if possible, but put in an appearance if I have to

13. Which of the following interests you the most?

- a. Ideas
- b. Information
- c. People
- d. Actions

14. You respect when you and others pay attention to:

- a. Intelligence
- b. Authority
- c. Relationships
- d. Performance

15. You pride yourself on being able to:

- a. Solve problems
- b. Look after details
- c. Inspire others to action
- d. Make quick and effective decisions

RESULTS TABULATION

Assessment Tool Results

Check your answer to each question in the Branding Style, and circle the answer below that relates to it. For example, if you selected statement A in question 1, you would circle the symbol beside 1a below. Once you have finished transferring your answers to this page, count the number of each symbol.

Scoring Guide				
1 a.○ b.□ c.→ d.Δ	2 a.○ b.Δ c.□ d.→	3 a.Δ b.→ c.□ d.○	4 a.○ b.□ c.→ d.Δ	5 a.○ b.□ c.Δ d.→
6 a.□ b.○ c.→ d.Δ	7 a.○ b.Δ c.→ d.□	8 a.□ b.→ c.Δ d.○	9 a.→ b.○ c.Δ d.□	10 a.→ b.Δ c.□ d.○
11 a.□ b.→ c.○ d.Δ	12 a.○ b.□ c.→ d.Δ	13 a.○ b.→ c.Δ d.□	14 a.→ b.Δ c.○ d.□	15 a.○ b.→ c.Δ d.□

Totals

Δ _____ □ _____ ○ _____ → _____

Scoring

If you scored highest in the:

Δ category, your primary style is **Pragmatic**

□ category, your primary style is **Enthusiastic**

○ category, your primary style is **Accommodating**

→ category, your primary style is **Detailed**

SESSION FIVE: LOOKING AT THE INSIDE

GETTING FOCUSED

What are your best techniques for focusing on what's important?

DEVELOPING CONFIDENCE

Pretend You're Confident

Imagine yourself to be a confident person. Get that image in your mind and act it out. Stand up straight, dress better, and try to play the part. If you visualize yourself as confident and successful, that will help you to do things confidently and achieve success. When you feel your confidence slipping, give yourself a boost through visualization and using positive words.

Do you agree with this idea?

If so, what could you do to implement it in your life?

When Your Positive Self-Talk Doesn't Listen

When you catch yourself listening to negative self-talk, learn to break the pattern by interfering with it: play music that inspires you and sing or hum along. It's much more difficult for those negative messages to persist while you're listening to inspiring music. The music might also provide the positive message that you need at that time.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Make Eye Contact

Confident people look people in the eye; people who aren't confident don't, unless it is a cultural restriction. Don't stare or make people uncomfortable; find that comfortable level of engaging in eye contact. (In some cultures it can be considered rude to look people directly in the eye. Make sure that you know your audience.)

Do you agree with this idea?

If so, what could you do to implement it in your life?

Dance

While this one might get you gasping (for confidence and air!), dancing is a great way to build yourself up. First, we know that the benefits of physical exercise are great, but did you ever think to let yourself go within a class of other likeminded people who are all learning at the same time? Often, you can take a class or two before you have to pay the fee. Then you can decide whether you are more of a salsa, flamenco, or ballroom kind of person.

If you don't have a partner, don't worry because lots of times there are other dancers there on their own. Or, you can take a class in line dancing. Whichever you decide, dance (or even yoga or guitar lessons) will force you to focus on something that you can enjoy.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Know Your Stuff

Your confidence can't be all a front. While you are looking people directly in the eyes, standing straight, and otherwise acting as if the world were your oyster, you also have to know what you are doing. If you are prepared and sure of your facts, you've got a better chance of projecting confidence.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Rehearse

Rehearsing can be as simple as writing out a speech or your intended conversation with someone and practicing it in front of the mirror. For example, you could do a role-play with a trusted friend or colleague as the interviewer before you interview for a new position. To tackle your underlying fear of failure, include imagery with your rehearsal: imagine yourself succeeding.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Pep Talks Work

Rather than dwell on the things that didn't work or the things that didn't go well, focus on what you did accomplish. Give yourself a mental pep talk at the beginning or the end of every day. Remind yourself that you have done some things well.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Read Inspiring Biographies and Autobiographies

Build a file of stories that inspire you most. Remember that our capacity far exceeds our usual level of performance. Accept the fact you will have ups and downs just like everyone else. Experiencing them through reading will help reinforce that concept.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Be Thankful

No matter how bad your circumstances, there is probably somebody worse off than you. As well, build excellent support around you. There are a lot of tremendous people out there to spend your valuable time with. However, relationships are fragile. You must be prepared to devote some time to them.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Push Yourself to Accomplish Short-Term Goals

There is no greater way to build confidence than to get things done. Push yourself to get at least three things accomplished each week that move you closer to your goals. Develop a habit of getting things done and being productive.

Do you agree with this idea?

If so, what could you do to implement it in your life?

Do Something for Yourself Every Week

You deserve it. Find a way to celebrate what you have accomplished or overcome. Give yourself some kind of tangible reward for your efforts.

Do you agree with this idea?

If so, what could you do to implement it in your life?

MAKING CONNECTIONS

Choose one of these scenarios, or think of a situation from your life.

- When you are late for meetings, as you were on Monday and Tuesday this week...
- When you do not show up for work and you don't call in sick...
- When you provide me a report that has specific areas missing...

Now, complete the framework for that situation.

1. When I witness _____ or When you _____

2. The effect (the consequence to me) is _____

3. I feel _____

4. I would like _____

SESSION SIX: SETTING GOALS

GO FOR IT!

Think of something that you truly want from others or something that you could use help with.

What can you ask for today?

What techniques might you use?

GETTING SMART

Use the worksheets on the following pages to set a goal related to developing your personal brand or improving your personal impact.

Goal Statement One

Check to make sure you have included each of these elements.

Specific	
Measurable	
Attainable	
Relevant	
Time-framed	

Who will you check in with?

When are your check-in dates? What should be accomplished by each one?

Date	Task

Goal Statement Two

Check to make sure you have included each of these elements.

Specific	
Measurable	
Attainable	
Relevant	
Time-framed	

Who will you check in with?

When are your check-in dates? What should be accomplished by each one?

Date	Task

Goal Statement Three

Check to make sure you have included each of these elements.

Specific	
Measurable	
Attainable	
Relevant	
Time-framed	

Who will you check in with?

When are your check-in dates? What should be accomplished by each one?

Date	Task

SESSION SEVEN: NETWORKING FOR SUCCESS

Brainstorm some networking strategies that might work in your area.

SESSION EIGHT: COMMUNICATION STRATEGIES

COMMUNICATION SITUATIONS

What would you do if you were trying to talk to someone...

In a noisy workplace?

And there were a lot of visual distractions?

And you felt really tired?

And they had a very strong accent?

And they were speaking too fast for you to understand, or too slowly or softly?

And they kept using jargon or terms you didn't understand?

And they appeared to be very stressed?

And they were using emotionally charged words or statements?

And they were verbally attacking you?

SESSION TEN: BRAND YOU

DESIGNING MY BRAND

Consider what your brand is all about. Complete the worksheet on the following pages to help you.

Details

Name _____

Current Age _____

Direction

To become the person I want to be, I will:

I conduct my life centered on the values of:

I respect characteristics that I see in others, such as:

Presentation

Mode of dress when out in public (casual, business casual, snappy dresser, etc.), including specific or signature items that you wear:

My favorite color(s) to wear, decorate my home, my vehicle(s):

My hair usually gets styled like this:

My makeup, eyewear, and accessories (if worn) look like this:

The gadgets I have and use regularly are... (Are you someone who likes brand new, or do you wait until the bugs are worked out of things and purchase them later?)

These are my current hobbies, including ones I want to cultivate:

Things still on my bucket list (the things I want to do before I can't do them):

Accomplishments

These are my greatest accomplishments. (Indicate whether they are already finished, yet to be started, or in progress.)

The Top Five

My last two bosses would use these five words to describe me:

My best friend would use these five words to describe me:

My partner, children, or siblings would use these five words to describe me:

Are the five words consistent in all the descriptions here? If so, congratulations! It seems like you are consistent in the way that you present yourself. If not, what can you do about it?

What are you doing to make those elements part of your life every week?

Ready, Set, Draw!

Create a logo or self-portrait that represents your personal brand. (You are not being marked on artistic merit; just capture the essentials!)



SESSION ELEVEN: LIVING YOUR BRAND

THINKING OUT LOUD

How will you launch your brand?

SESSION TWELVE: MANAGING YOUR SOCIAL MEDIA PRESENCE

What sites and search engines are most prevalent in your region and/or industry?

[illegible]

What are you ready and willing to do?

[illegible]

PERSONAL ACTION PLAN

Writing down your goals, and then checking in on your progress and making adjustments from time to time are essential steps in achieving your objectives.

I am already doing these things well:

I want to improve these areas:

I have these resources to help me:

Personal Brand – Maximizing Personal Impact

As a result of what I have learned in this course, I am going to...	My target date is...	I will know I have succeeded when...	I will follow up with myself on...