| **Personal Branding - Writing Your Brand Statement** |
| --- |

*Your personal brand statement is a clear and concise teaser. It should grab the interest of others, such that they feel compelled to ask for more about you. As you evolve and emerge over time, so does your brand.*

**How do I get started developing a personal brand statement?**

* What is known to you but not known to others that you’d like to share?
* What are your top strengths?
* What are your most important values?
* What are your passions?
* What am I known for?
* What are the things you’d like to be remembered for?

| In relation to your work generate a list of **t**hings or situations you most enjoy. |  |
| --- | --- |
| Generate a list of **actions** that accurately describe how you bring your strengths and values to life. |  |
| Generate a list of **words or phrases** that others have used to describe you, and that you like to see yourself as being. |  |

| **Writing A Personal Brand Statement – Choose a method** |
| --- |

**Method 1**

**1. Start with a core statement, this is your overarching statement relating to your personal brand.**

* Example: I drive results OR I help others succeed

**2. Add one or two of your personal strengths: I use my strength 1 and strength 2 to achieve my [core statement.]**

* Example: I use my insight and determination to drive results.
* Example: I drive results through innovation and execution

**3. Add some color! Use some** **of the words that others have used to describe you to strengthen your personal brand statement.**

* Example: I use my insight and determination to (collaboratively/efficiently/compassionately) drive (timely/measurable/impactful) results.
* Example: I drive (timely/measurable/impactful) results through (consistent/creative/collaborative) innovation and (timely/effective/conscientious) execution.

**4. Experiment and refine**

* Test word substitutions. Based on the lists you have compiled, vary your core statement by trying different combinations of the words you’ve brainstormed.
* Get input from others on what your core statement should be. Remember, it should be the one that most authentically describes who you are.
* Try on variations using different adjectives and adverbs to qualify your statement.
* Delete anything that is redundant or not absolutely critical.

**My brand statement:**

**Method 2**

**1. Review the words and phrases others have used to describe you, and that you like to see yourself as being.**

* Reliable, resourceful, make things happen, tactical, problem solver, efficiency driven

**2. Generate a list of verbs that would accurately describe actions you are naturally good at, have learned to do well, and enjoy doing. Start with a core statement [\_\_\_\_\_\_\_\_\_\_\_ is \_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_].**  [Your name] [adjective, adjective, adjective].

* Example: Natasha is a reliable, resourceful, problem solver.

**3. Add some color and a verb string (She is know for […])**

* Example: She is known for delivering results in an efficient and scalable way. She is the “go to” person for running highly complex global programs that require a mix of strategic planning and tactical execution.

**4. Put it all together!**

Example: Natasha is a reliable, resourceful, problem solver. She is known for delivering results in an efficient and scalable way. She is the “go to” person for running highly complex global programs that require a mix of strategic planning and tactical execution.

**My brand statement:**