**Discovering Your Personal Brand**

Your personal brand is a reflection of who you already are. It is not a creation of who you want to be. Therefore, you *discover*, not create, your personal brand. While this exercise will consist of developing a short written statement, it should convey your current skills, talents, interests, values, and personality or personal style. Sound impossible? Not only is it possible, completing the exercise should help you develop a deeper understanding of who you are, what elements are important in your career, and what motivates you.

**Part One – Values**

What do you value in life both personally and professionally?

access

accountability

achievement

altruism

appreciation

authenticity

awareness

balance

calmness

caring

character

charity

citizenship

commitment

community

compassion

concern

consistency

courage

creativity

dedication

democracy

determination

devotion

dignity

diligence

discipline

diversity

education

efficiency

empathy

energy

enthusiasm

equality

ethics

excellence

fairness

freedom

friendship

frugality

generosity

gratitude

happiness

hard work

harmony

honesty

honor

humanity

humility

initiative

innovation

integrity

intelligence

intuition

invention

justice

kindness

knowledge

leadership

logic

loyalty

moderation

money

morality

opportunity

optimism

order

participation

patience

patriotism

perseverance

persistence

prevention

pride

productivity

prosperity

problem-solving

punctuality

quality

rational

respect

responsibility

results

sacrifice

satisfaction

selflessness

security

sincerity

solidarity

strength

teamwork

time

tolerance

transparency

trust

unity

wealth

wisdom

**Part Two – Skills & Abilities**

What are you good at?

acting

administering

advising

aiding

allocating

analyzing

applying

appraising

arranging

assembling

assessing

assigning

auditing

balancing

budgeting

building

calculating

caring

charting

clarifying

classifying

cleaning

coaching

coding

collating

collecting

committing

communicating

compiling

composing

computing

conducting

connecting

constructing

conceptualizing

cooking

coordinating

controlling

counseling

creating

cultivating

corresponding

decorating

debating

deciding

delegating

delivering

designating

designing

developing

diagnosing

directing

documenting

drafting

drawing

editing

empathizing

encouraging

enforcing

entertaining

establishing

estimating

evaluating

examining

explaining

extracting

facilitating

focusing

forecasting

formulating

generating

governing

growing

helping

hiring

illustrating

imagining

improvising

influencing

initiating

inspecting

installing

instituting

instructing

interpreting

intervening

inventing

investigating

landscaping

leading

listening

locating

maintaining

managing

measuring

mentoring

moderating

motivating

navigating

negotiating

ordering

organizing

overseeing

performing

persuading

planning

preparing

prioritizing

processing

programming

projecting

promoting

purchasing

reconciling

recruiting

reducing

renovating

repairing

recommending

researching

resolving

restructuring

reviewing

scheduling

serving

sorting

speaking

strategizing

summarizing

supervising

supporting

surveying

troubleshooting

teaching

testing

theorizing

tracking

translating

visualizing

writing

**Part Three – Personal Style**

What five words describe your personality best?

adaptable

adaptive

agreeable

alert

ambitious

assertive

autonomous

brave

bright

calm

capable

charming

cheerful

compassionate

confident

conscientious

cooperative

creative

cultured

decisive

detailed

determined

dynamic

enterprising

frank

friendly

funny

generous

happy

helpful

impartial

industrious

instinctive

kind

lively

organized

persistent

pleasant

practical

productive

punctual

receptive

reflective

reliable

resolute

resourceful

responsible

selective

self-assured

sincere

sociable

talented

trustworthy

upbeat

witty

wise

Once you identify the skills you are good at, describe it in detail. Incorporate values and style if possible.

Example:

* Imagining – imagine the future needs of an organization and develop a process to accomplish
* Managing – manage a group of individuals to effectively complete tasks and attain goal.