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## Personal Brand Action Plan

Each of us is our own brand. Just like a product you see in retail, the way we show-up determines how society will interact and engage with us both personally and professionally and ultimately whether they will buy what we are selling. Success in life can often times be linked back to whether we are aware and conscientiously cultivating our Personal Brand or whether we are letting others define it for us. This template should become your go-to document for regular evaluation and evolution of your Personal Brand, broken down into Characteristics, Appearance, and Behaviors and Actions. This becomes an important tool in ensuring that you are powerfully and consistently representing yourself in ways that align with your Personal Brand. It gives you an opportunity to reflect, keeps you in check, and ensures you are building the right behaviors and habits that when used consistently and regularly, results in successfully meeting your objectives and goals.

### Identifying your Personal Brand

**Characteristics:** Your personal features and natural tendencies as a result. Note that you cannot change your characteristics. They are part of who you are. They are also neither good nor bad. It is how they present in certain situations that can make them work for you or against you. Characteristics can be:

- *Physical - attractive, physically fit, overweight*
- *Psychographic (values, attitudes, interests, beliefs) - Christian, vegan, Republican, Italian, runner, good cook*
- *Personality - shy, funny, loving, edgy*

List the Characteristics that define you and in what situations they work for you and against you:

**Appearance:** How you physically and verbally show up and the associated perceptions your appearance makes. Some may call this your “image”. Your Appearance includes:

- *How you look - clothes, hair, facial expression, posture*
- *How you sound - tone, vocabulary, articulation, style, intonation*

List the attributes of your Appearance and the perceptions people who matter may have:

**Behaviors + Actions:** Behaviors are the tendencies that cause you to act or conduct yourself especially toward others. Actions are something you physically do to achieve an aim. It is important to reflect on how your Characteristics and Appearance are dictating your Behaviors+Actions. And, whether they are in line with what others are expecting of you. Many will refer to this as your “reputation”, or what people say good or bad when you aren’t there. Examples of Behaviors + Actions are:

- *Behaviors - Conscientious, active, ambitious, creative, pompous. Notice that some of these also sound like Characteristics as they can be both a noun and a verb. Someone can BE creative and/or BEHAVE creatively.*
- *Actions - Always on time, makes eye contact, very animated when speaking, interrupts frequently. Notice these will be tied closely to the tendencies you identified associated with your Characteristics and Appearance.*

What Behaviors + Actions show up consistently? How would people who matter articulate your reputation?

## Reflection & Action Plan

Choose 1-2 **Characteristics** to focus on that will help you achieve more success. What will you do **today** to impact these Characteristics? How will you **evaluate the impact**? How often do you need to check-in? Do you need specific training, mentoring, coaching, or regular feedback to achieve this, and if so, from whom? Tip: Don't just look for what you can fix. Look for what you can double-down on.

Choose 1-2 **Appearance** attributes to focus on that will help you achieve more success. What will you do **today** to impact your Appearance? How will you **evaluate the impact**? How often do you need to check-in? Do you need specific training, mentoring, coaching, or regular feedback to achieve this, and if so, from whom? Tip: Don't focus on what you can't change. Focus on what you can. And know you may not get direct feedback here.

Choose 1-2 **Behaviors + Actions** to focus on that will help you achieve more success. What will you do **today** to impact your Behaviors + Actions? How will you **evaluate the impact**? How often do you need to check-in? Do you need specific training, mentoring, coaching, or regular feedback to achieve this, and if so, from whom? Tip: Don't take the easy way out and just blame your Characteristics and Appearance attributes. And, it is okay if you use Behaviors + Actions interchangeably. Sometimes it is easier to express it one way versus another. For example, "always on time" is an action to express the behavior of "punctual". The classification isn't important. Capturing it is.

