

Becoming More Aware of your Personal Brand

Rate on a scale of 1-5 how true these statements are for you. Here is a guide:

5: This statement is true or virtually true all of the time.

3: This statement is somewhat true or true some of the time, but there are definitely times when it is not true.

1: This statement isn't true or rarely true.

Take an average of all the probing statements to get your score for each element. Once complete, refer to the guidance below to self-assess your awareness of your Personal Brand.

1. I know who I am at my core.

- I know what makes me tick.
- I know what triggers me.
- I know how to finish my mission statement: "I want to be known as a person who..."

AVERAGE FOR THIS PERSONAL BRAND AWARENESS ELEMENT

2. I have a clear understanding of how people perceive me, and it is consistent with how I want to be perceived.

- I am clear on how others would describe me (aka my image).
- My image is consistent with how I want to be perceived
- I get regular, clear feedback from people that matter.
- Feedback on "soft-skills" or appearance (both verbal and visual) is clear and actionable.
- My business rewards (i.e. salary increases, promotions, title, etc.) are happening at an acceptable frequency.
- I am regularly asked to coach, mentor, and teach.
- I am regularly asked to manage or lead.
- My reputation is conducive to my ambitions.

AVERAGE FOR THIS PERSONAL BRAND AWARENESS ELEMENT

3. I am clear where my Personal Brand may or may not be helping me move towards my Big thing (aka my goals and dreams).

- I am actively living my mission statement.
- I am able to appropriately manage what triggers me.
- I find it easy to get the support and help of others.
- I am effective in influencing others.
- I am effective in motivating people towards action.
- When I don't act in accordance with my desired Personal Brand, I take responsibility for it versus making excuses or blaming others.
- I feel successful in my chosen path.



AVERAGE FOR THIS PERSONAL BRAND AWARENESS ELEMENT

Self-Assessment:

Take a look at your score for each element of the Personal Brand awareness assessment and assess against the following:

4-5

You are highly aware of this element!! Take a look at where you skew 3 and below and address those opportunities. They may not seem like a big deal, but they could translate into a big deal in certain contexts or in achieving certain goals.

3-4

You are somewhat aware, but there are definitely some blindspots. Look for themes. There is likely something you are avoiding.

2-3

This is an area you need to deeply investigate. This will likely require you to get a bit vulnerable and real.

< 2

This area is likely the source of systemic challenges and conflicts you are facing in both your business and personal life. You need to address this immediately.