

THE PERSONAL BRAND PLAYBOOK



ACCOMPANIES: "THE POWER OF YOUR PERSONAL BRAND: A PLAYBOOK FOR STRUGGLING MIDDLE MANAGERS WHO WANT TO DO BIG THINGS"



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Welcome to the workbook designed to help you establish your Personal Brand in pursuit of doing Big Things. If you are seeking out this workbook, you have likely happened upon our book: "The Power of Your Personal Brand: A Playbook for Struggling Middle Managers Who Want to do Big Things". This is the companion piece to the book. Though being designed with the struggling middle manager in mind, it can be useful for anyone who wants to become more acquainted with their Personal Brand and how best to leverage it to successfully achieve Big Things. Just reset the value-evaluators to ones that are relevant to you. For entrepreneurs, it could be private equity or venture capital firms. For business owners, it could be board members. For government officials, it could be your constituency. You get the idea. By the way, you can do the same thing with the book.

If you find yourself needing a guide through this process, don't hesitate to reach out! We are only an email, text or call away.

Now, let's go get your Big Thing!



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For Reference

THE PERSONAL BRAND FRAMEWORK:

Characteristics: These are your features or attributes. They embody traits, beliefs, values, and points of view (POV). They make you YOU. They are neither good nor bad. They guide everything you do.

Appearance: This is your visual and verbal presence. Your visual presence is what you can affect with regard to how you look - your clothes, hair, facial expression, and posture. Your verbal presence is what you can affect with regard to how you sound - your tone, intonation, vocabulary, articulation, and style. Value evaluators will knit your visual and verbal presence together to define your image, or the general impression a person presents to the public. Themes between the two and your consistency in executing those themes defines your image. Your image is a key influencer of perception.

Behaviors + Actions: This is how you show up and how you engage in the world around you. It is a manifestation of your Characteristics and ultimately how your reputation (or what people say behind your back) is defined.

Big Things: what you want out of life that would lead to personal fulfillment and joy.

The “Middle Manager Struggle”: When a middle manager's value doesn't meet the expectations of value evaluators. At this point, further advancement stalls.

Value Evaluators: Those who directly or indirectly hold a key to unlocking your Big Thing.

Fully activating your Personal Brand: When you have aligned your intrinsic value with how others perceive your value. It is the path to doing Big Things.

Personal Mission Statement: Serves as your guide to reorient perception. It reflects how you want to show-up considering your value evaluators expectations. This is the trailhead on the path to achieve your Big Thing.

Locking in on your Big Thing

(CHAPTER 6)

My Big Thing is:



REMEMBER THE BIG QUESTIONS:

1. What do I want out of life for myself?
2. What do I think I am made for? What is my calling?
3. What lights me up and gets me energized?
4. What kind of presence do I want to have?
5. What legacy do I want to leave?

Is it specific? Are you clear what success looks like? What is your time frame? If not, refine your Big Thing until it meets these criteria for actionability.

Now, give your Big Thing power by saying it out loud. Then say it to five people. Put it out into the world.

Are you having trouble articulating your Big Thing? If so, you aren't alone. Give yourself a break. Then, consider:

1. What did I really enjoy about my day today? What didn't I enjoy? What was hard or tedious?

2. I could have anybody's job within my company (or outside my company), whose would it be and why?

3. Is the job I want one that doesn't even exist?

4. Do I need to do some research/exploration/networking for inspiration?

5. Do I need to better understand where and how I can add value?

Behaviors + Actions

(CHAPTER 7)

Behaviors + Actions Reflection

Reflect on the last 3-6 months to uncover the moments when the outcome didn't go your way and moments it did. Use the evaluation criteria to take a deeper look at these moments and consider:

- Were you clear on who your evaluators were? What did you know about them and what they value? Should you have done more research to fill in the blanks?
- How would or did these value evaluators describe their interactions with you? Or in other words, what was their perception of you? For example, did they think you were approachable and easy to talk to? Or, did they find you intimidating and a bad listener? Were you prepared and energized? Or, were they disappointed that you were late and couldn't answer their questions? If you are honest with yourself, you probably already know what perception these value evaluators have of you. But if you don't, ask them.
- How were your Behaviors + Actions aligned and not aligned with what these value evaluators would expect from someone in your position?
- Were there certain natural tendencies or triggers that resulted in defaulted negative Behaviors + Actions?
- How did you respond in the moments where the outcome didn't go your way? Did you take responsibility for your Behaviors + Actions or did you defend and justify them?
- In the moments where the outcome did go your way, did you internalize what worked?

Recall, middle managers drive alignment between their intrinsic value and the perceived value of the evaluators by understanding the following:

1. Who are your value evaluators and what do they value?
2. What do they expect of someone who is on the path to your Big Thing?
3. How do you activate your Personal Brand to deliver this?

Consider your “natural tendencies” and “triggers”. Do any of the following instigate an immediate response that seems involuntary yet consistently happens:

1. Certain people or types of people (i.e. Just being in a room with Sam sets me off.)
2. Certain things that people say or do (i.e. No matter what Ella says, I feel a need to contradict her.)
3. Specific environments or situations (i.e. Business social functions give me so much anxiety.)
4. Specific expectations, schedules, or deadlines (i.e. Whenever we are in a time crunch, I start to panic.)
5. Specific reactions (i.e. When I am nervous, I over-share.)

If so, make note of these in your reflection.



(CHAPTER 8)

1. Overall, how would value evaluators describe my visual and verbal presence? (Hint: You may have to do some investigation here. Recall, this feedback isn't always freely given.)
2. Are there times when my Appearance is more aligned with my Behaviors + Actions than other times? When are they and when are they not?
3. What image am I portraying as a result?
4. Is this leading to an image that reinforces the perception I want or not?

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Personal Mission Statement Visual and Verbal Cues

Write down all the visual and verbal cues that would align with value evaluators expectations of someone living your mission statement. Make note of ones that are consistent with your Appearance Reflection and ones that are at odds with it.

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Triggered Visual and Verbal Cues

Revisit your responses in your Behavior + Actions Reflection where you noted certain natural tendencies or triggers that resulted in defaulted Behaviors + Actions. Make additional notes in the section on what visual and verbal cues accompanied these Behaviors + Actions.

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Addressing the “Mess-Ups”

As an immediate next step, we want you to address these “mess ups” as pre-work for later chapters.

You do this by:

1. Forgiving yourself for being human.
2. Acknowledging and listing the triggers that are tripping you up.
3. Taking ownership for the visual and verbal cues that are resulting from these triggers.
4. Take responsibility for “cleaning up” the mess. This means apologizing to your team for your verbal outburst. Telling them it is no excuse to lash out even though you were having a bad day. And you will be better next time. Side note: treating them to lunch (without you) and/or another incentive usually helps as well. Double side note: Follow through with your promises to align your Appearance with your Behaviors + Actions. You will only get so many chances before your authenticity and integrity are irreparably destroyed.
5. Practicing new visual and verbal cues to replace the negative ones that happen when triggered. For example, if you know your voice tends to escalate when angry, make a conscious effort to take five deep cleansing breaths before speaking. If you know meetings make you uncomfortable, prepare your message track ahead of time so you can speak with confidence. Have a few points to contribute or good questions to ask. Adopt a visual presence that cues the perception you want to have.

What “mess-ups” do you need to address? Outline the process for each one.

Characteristics

(CHAPTER 9)

Characteristics Reflection

Write down what you consider your traits, beliefs, values, and POV's. Let's acknowledge that this is the hardest part of internalizing and defining your Personal Brand because they aren't always obvious or linear. In fact, the process can be a bit messy. To make progress, instill a constant state of curiosity in yourself. Take moments to step out of yourself and ask, "Why did I do that?" Don't get frustrated if you can't name it right away. It can take time to turn off the auto-pilot and take back the controls. But with enough focus, the answers will come.

Remember, the classification isn't important. Capturing them is. Then weigh these Characteristics. If helpful, you can do this exercise in reverse order. Think about what motivates you and what Characteristics might be driving this.

Traits (A distinguishing quality. For help here, refer to screening tools like Myers-Briggs, Enneagram, and Strength Finder):

Beliefs (What we hold as universal truths about the world around us. Very simply, they fill in the the blank "I believe _____"):

Values (What we regard as important.)

Points-of-view (Our attitudes towards or about things. They are similar to beliefs but tend to be formed from a place of experience or expertise. They can also be described as “philosophies” or “life lessons”.):

To help, take moments to step out of yourself and ask, “Why did I do that?”

**How do these Characteristics drive your motivations, or why you show up in certain ways?
Are there themes?**

Are you starting to see a “recipe” emerge that when united becomes your competitive advantage? Write your thoughts down here. We will refine them in the next section.

Fully Activating your Personal Brand

(CHAPTER 10)

My Big Thing:

My Personal Mission Statement:

"I want to be a person who is known for..."

Behaviors + Actions Activation Plan: Write down 3-5 critical Behaviors + Actions that need to shift to better align your intrinsic value with the perceived value of your evaluators in order to achieve your Big Thing. Your “Personal Mission Statement” should guide you here.

Appearance Adjustment Plan: First, take a look at your “Personal Mission Statement Visual and Verbal Cues”. With these in mind, analyze your “Behaviors + Actions Activation Plan” to see how these cues corroborate your new Behaviors + Actions. Will they reinforce alignment to value evaluators? For the ones that don’t, capture what needs to be adjusted in order to bring the cues into alignment with your Behaviors + Actions. Also, take note of themes that triggered you and are holding you back.. Star them so you can be hyper aware of these situations.

Desired Image: Write down the image you want to project. Now refer back to what you captured in your “Appearance Reflection”. Look at your responses here now through the filter of what you just captured in your “Appearance Adjustment Plan”. Are there any additional adjustments needed to better corroborate your Behaviors + Actions that will put you on the path to your Big Thing?

Characteristics Recipe: Consider the changes you want to make in your “Behaviors + Actions Activation Plan” and your “Appearance Adjustment Plan” in order to achieve your Big Thing. Write down what Characteristics are going to help you in that pursuit and which ones will be liabilities. Pull insights from your “Characteristics Reflection” to refine this.

(CHAPTER 11)

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Strategies for Building Relationships:

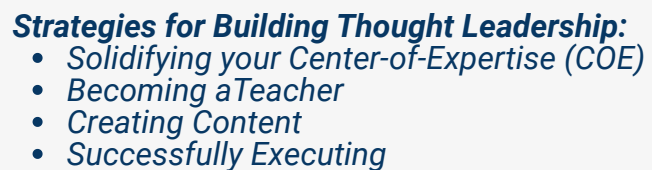
Recall, middle managers drive alignment between their intrinsic value and the perceived value of the evaluators by understanding the following:

1. Who are your value evaluators and what do they value?
2. What do they expect of someone who is on the path to your Big Thing?
3. How do you activate your Personal Brand to deliver this?

- *Understand the Personal Brands, specifically the Characteristics, of those with whom you want to build relationships with and how compatible or not they are to yours.*
- *Taking responsibility for how you are perceived.*
- *Be of value to the ones you want to build relationships with.*

(CHAPTER 12)

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Continuing the Practice

(CHAPTER 13)

Remember, your Personal Brand and the perception it generates isn't going to change overnight. But with continued intention, the work will become easier. So, look at developing your Personal Brand as a practice. How will you integrate this practice into your daily life? How will you harmonize your Big Thing with your personal life?

Strategies for integrating this practice into your day-to-day life:

1. Continue to be curious.
2. Self audit and set progress checks.
3. Plan for continued growth.
4. Find an accountability partner(s).
5. Get feedback.
6. Accept that it will be hard at times.

Strategies for managing the pursuit of your Big Thing with an equally fulfilling and joyful personal life:

1. Reset expectations.
2. Protect your time.
3. Don't expect you can do it all.
4. Set boundaries.
5. Be where your feet are.

A crumpled piece of white paper, resembling a ball of paper or a crumpled sheet, is positioned in the bottom right corner of the page. The paper is white and has a textured, wrinkled appearance.

Handwriting practice lines consisting of 20 horizontal lines. The first 10 lines are grouped into two sets of five, with a small paper boat illustration positioned between the two groups. The remaining 10 lines form a single continuous set.



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Handwriting practice lines consisting of multiple horizontal lines. The first section contains 7 lines, followed by a gap, then another section of 7 lines, and finally a bottom section of 7 lines. An illustration of a paper airplane is positioned to the right of the first 7 lines.





NOW, GO GET YOUR
BIG THING!