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Personal Branding

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What are you known for?

Ask Yourself

	you describe yourself?	
How would	others describe you?	
What wou	d people say about you when you left the room?	
Mould the	e be a VOID if you left your job/role/organization?	

"Knowing yourself is the beginning of all wisdom."

— Aristotle

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Create Your Statement

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2	WHO? Who do you serve? Think about communities, organizations, people
	WHAT? What you do for others?
	HOW? How you are able to help others?
	WHY? Why 'do you do what you do'? What are the emotional, intangible benefits you create for others?
	ow choose your TOP choices in each area and put it all together: help
by	that

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Self Exploration

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10 things you love about you

- 1.
- 2.
- 3.
- 4.
- 5.

- 7.
- 8.
- 9.
- 10.

5 Achievements

- 1.
- 2.
- 3.
- 4.
- **5.**

An example of when you showed initiative

Example of overcoming adversity





5 People who have helped you

- 2.
- 5.

What do you want to be remembered for?

Positive thoughts about yourself