BRAND IDENTITY



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BRAND IDENTITY & IMAGE

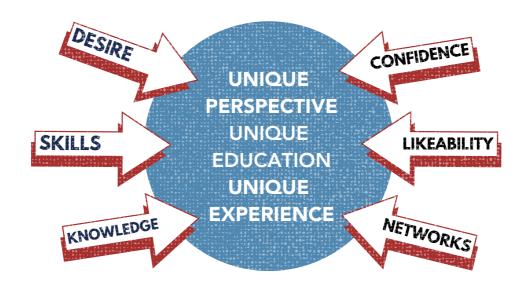
Your **Brand Identity** is made up of your Unique Perspective, Unique Education & Unique Experience.

Your **Brand Image** is the feeling that someone else has when they spend time with you.

PERSONAL BRANDS

A brand is a promise, delivered in an experience. Your personal brand is meaning, make up and message of that promise and experience. It is built on your **Brand Identity** or the Unique Perspective, Unique Education and Unique Experience that you "compete on" and your **Brand Image** or the feeling that someone has about you. **Everything you do is an extension of your personal brand.**

The following is a series of open-ended question designed to help you uncover and articulate your **Unique Perspective**, **Unique Education** and **Unique Experience**. These things together help you "know" yourself and build your brand identity and ultimately your brand image. Understanding these will help you articulate stories that are meaningful and transferable to your success fueling the connection you have with others.



PROVIDE AS MUCH INSIGHT ABOUT YOU! FOCUS ON YOUR PAST AND CURRENT EXPERIENCES, ATTRIBUTES, COMPETENCIES AND HOW THEY RELATE TO YOU IN YOUR CURRENT ROLE.

UNIQUE PERSPECTIVE

How you SEE what you do.

EmpathyNone 1 Some 2 Extensive 3
Define empathy. Tell me about a time when you have been empathetic in a business situation that resulted in a positive outcome.

Composure None 1 Some 2 Extensive 3 Tell me about a time when you lost your composure with a colleague. What was the situation what did you do and what was the result? What did you learn from that experience?

Courage/Drive None 1 Some 2 Extensive 3 Tell me about a time when you stood alone in the face of a challenging situation. What did you do to overcome it? What did you learn?

Creativity None 1 Some 2 Extensive 3 Tell me about a time in which you came up with a new idea to accomplish a goal. What was the result?

UNIQUE EDUCATION

How you KNOW what you do.

Achiever None 1 Some 2 Extensive 3 Tell me about the achievement you are most proud of and why. What was the process and steps you followed to accomplish it?

Commitment to task None 1 Some 2 Extensive 3 Describe a situation where you had a task/project to complete with significant obstacles to overcome. What sacrifices did you have to make to complete it? What was the result?

Responsibility None 1 Some 2 Extensive 3 Tell me about a time when you were responsible for something that was in addition to your normal job responsibility. Why did you assume this additional responsibility? What was the result?

Learns From Experience None 1 Some 2 Extensive 3 Tell me about a time when you were in a difficult situation and how you navigated your way through the issue. What did you learn from it?

UNIQUE EXPERIENCE

How you DELIVER/CONNECT to what you do.

Relationship building None 1 Some 2 Extensive 3 Tell me about a time you had to work with a difficult person. What were the issues and how did you handle it? What did you learn?

Communication None 1 Some 2 Extensive 3
Tell me about a situation in which you had to communicate
information to an unreceptive audience. What communication
mediums did you use to convey your message and why?

DecisivenessNone 1 Some 2 Extensive 3
Tell me about a time when you had to make a decision with less than 100% of the information. How did you make the decision? What was the outcome?

Credibility None 1 Some 2 Extensive 3 Describe a time when your credibility was questioned. What steps did you take to address it? Tell me why it was questioned and how you dealt with the issues.

Team Building None 1 Some 2 Extensive 3 Tell me about a time when you had to work on a team to accomplish a goal. What was your role and what was the outcome?