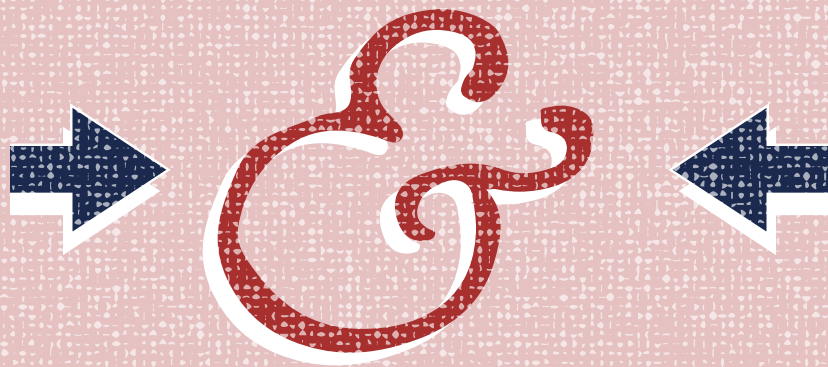


BRAND IDENTITY



IMAGE

**DONALD P. ROY, PHD &
COLBY B. JUBENVILLE, PHD**

BRAND IDENTITY & IMAGE

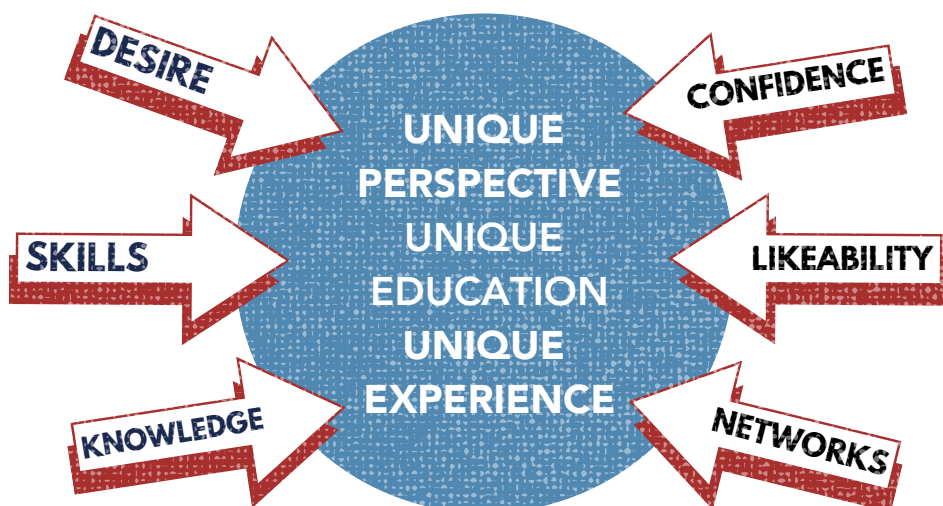
Your **Brand Identity** is made up of your Unique Perspective, Unique Education & Unique Experience.

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.



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?

Decisiveness None 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?