

# Your Personal Brand

In today's competitive world it's really important think about how other people see you both in person and in other ways such as your online presence. What image are you portraying? Does it need to change to make a positive impact on how everyone else sees you!

## A bit about you

### Your strengths

1. ....
2. ....
3. ....

### How can these be of use at college / university / work?

.....

.....

.....

### Your weaknesses

1. ....
2. ....
3. ....

### What do you do to overcome these?

.....

.....

.....

### Name one thing you excel in

.....

### Name one thing you find difficult

.....

**How would you describe your communication style?**

Are you the sort of person that likes to talk through ideas? Do you like to sit back and listen? Do you like to focus on the task at hand? Do you like to take the lead in conversations? Do you like to know what is happening with people? What is your style? Think about how you interact with friends and fellow students/colleagues.

.....  
.....  
.....  
.....

**What others see**

**Blind spots... What do other people say about you? (these can be good or bad!):**

.....  
.....  
.....

**Write down two blind spots that you are aware of**

.....  
.....  
.....

**What image do you currently have or think you have?**

.....  
.....  
.....

**What image do you want?**

.....  
.....  
.....

**If your present image and the image you want are different what do you need to do to change it?**

.....  
.....  
.....

## The Future

**What do you want out of a career?**

.....  
.....  
.....

**Write down 5 things that motivate you**

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

**What do you want to be remembered for and WHY?**

It could be as simple as "I always followed through on my word" or as big as "I built an industry changing business"

.....  
.....  
.....