Personal Brand Assessment Tool

Personal Branding is your *"intentional, ongoing process to create a specific image or impression of yourself in the minds of others."*

Growing your leadership influence will require you to build a Powerful Personal Brand.

This Personal Brand Assessment Tool will help you establish your current personal brand, in order to identify areas for improvement.

Step 1: Think of:

1. 3 people at work (if you can, pick someone below, at the same level, and above you in your work hierarchy)
2. 3 people from your personal life, and
3. 3 people at the high-level you aspire to access and influence
4. If brave enough, 3 people that you don't get along with very well

Consider who is likely to take the time to do this for you and who will do a good job. Also, not everyone will feel comfortable doing this, so you may want to have some back-up names at the ready.

Step 2: Ask these 9-12 people from Step 1 above to write or email to you how they see:

1. Your Strengths and Talents
2. Your Weaknesses/How you Sabotage yourself
3. Whether they see you as one of their options of a "Trusted Solution Provider"

See the end of this tool for a sample wording for your request. Also, think about whether you want to have a telephone or in person meeting with them afterwards to discuss their feedback.

Step 3: Once the feedback is back in, compare and contrast the responses:

1. What similarities and differences do you notice?
2. How does the feedback align with how you see yourself?
3. Write out what you've noticed about yourself from the feedback in the spaces below.

Weaknesses: ONLY include weaknesses that you have CONCRETE evidence for. If there is something in the responses that you think is inaccurate – you're probably right. However, if you're getting the same feedback from many people, there may be something to consider in more detail.

Strengths: Often we have strengths and talents that we're so good at we take them for granted. Usually when we enjoy something or find it easy, it's a strength! So, have you noticed any hidden strengths that you were taking for granted?

Trusted Solution Provider: People trust you when they feel you have the Credibility (Character and Competence) and Relatability (Interpersonal Connection and Communication with Them and or Others). Take note of the language they use when giving you feedback in this area.

What I've noticed from my Personal Brand Assessment Tool is

1.

2.

3.

4.

5.

What most surprised me was

1.

2.

3.

4.

5.

I am most valued for

1.

2.

3.

4.

5.

These are the areas I will need to develop to grow my leadership influence with the people I seek to influence

1.

2.

3.

4.

5.

These are the strategies I will engage to develop my personal brand with the people I seek to maximize my leadership influence:

1.

2.

3.

4.

5.

Sample Wording for Email/Request to provide 360º Feedback:

Dear ___*Their name*___,

I am currently working on a personal development plan - and would like to better understand how other people perceive my strengths and weaknesses so that I can be more effective.

I value your opinion as my _____*role in your life*_____ and would really appreciate your honest feedback.

I would like to know how you see:

1. My Strengths and Talents - what do you value most about me?
2. My Weaknesses - how do I sabotage myself?
3. Me as a Trusted Solution Provider (based on my Credibility (Character and Competence) and Relatability (Interpersonal Connection and Communication with Others)) On a Scale of 1 – 10, 1= Least, 10 = Most Trust as a Solution Provider

This can be as simple as a quick bulleted list. And please note that it would be very helpful if you could include SPECIFIC examples so that I can better understand your comments.

If you could get this to me by _____*date*_____ that would be great.

I really appreciate your input and thank-you in advance.

___*Your Name*___