

Building the Reputation You Want



To understand more about why taking control of your personal brand for career success is key, please see our article at:

Phase 1 - I Have a Story

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Be Your Story:

Building the Reputation You Want

Phase 2 - Build your Story

Complete the discovery exercise below:

1. Select 5 people from all areas of your life (work, home, family, associations, and social) to do a live interview (do not do this over email or messaging). Consider including those that may differ from your approach / personality to get a full 360-degree view.
2. Share the questions with your interviewees prior to your dialogue to give them time to reflect on the questions.
3. Ask them to be brutally honest as you interview them about their perception of you.
4. Use the questions below as a guideline but interject your own curiosities to capture a complete picture.
5. Listen carefully and take notes. You do not need to agree with them. This is their perception (your brand).

People to Interview (5):

Name	Relationship	Interview Date

Interview Questions:

My Current Brand – this is what I am known for today:

1. What is the first thing you think of when you think of me?
2. What would you consider as my strengths?
3. How would you describe me if I was not in the room?
4. Do you see me as a leader?
 - a. If yes, What leadership qualities do you see in me? If no, why not?
5. What makes me unique?

My Potential – this is what others see as my path:

1. If I wasn't in my current job, what would you see me doing?
2. What areas (skills) should I focus on developing?
3. What areas (brand) should I focus on developing?

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Phase 3 - Be Your Story

Review the results from Phase 1 and 2 and answer the following questions:

1. What are the differences between what you believed your brand was (Phase 1) and what your current brand is (Phase 2)?
2. From what you learned in Phase 2, what parts of your brand are you proud of?
3. From what you learned in Phase 2, what parts of your brand do you want to change?

Taking your answers above, write 2-3 strategies that you want to work on for your brand. Follow the template below as a guide.

I want to incorporate _____ as part of my brand

I will do this by _____

I will ask _____ to hold me accountable to this goal.

Example:

I want to incorporate being a thought leader as part of my brand

I will do this by speaking up more in meetings with my innovative ideas

I will ask my trusted peer, Sally, to hold me accountable to this goal.

Need a little more help?

Only if needed, below are some thought starters for you. Remember to make this your own.

Creator	Teacher	Culture Champion	Connector	Reliable
Dependable	Supportive	Compassionate	Executor	Problem Solver
Strategic	Innovative	Empowering	Determined	Resilient
Tenacious	Energetic	Seasoned	Achiever	Advocate
Realistic	Trustworthy	Value-Driven	Professional	Expert
Flexible	Knowledgeable	Patient	Collaborative	Caring
Authentic	Hamonious	Responsible	Intentional	Purpose-Driven