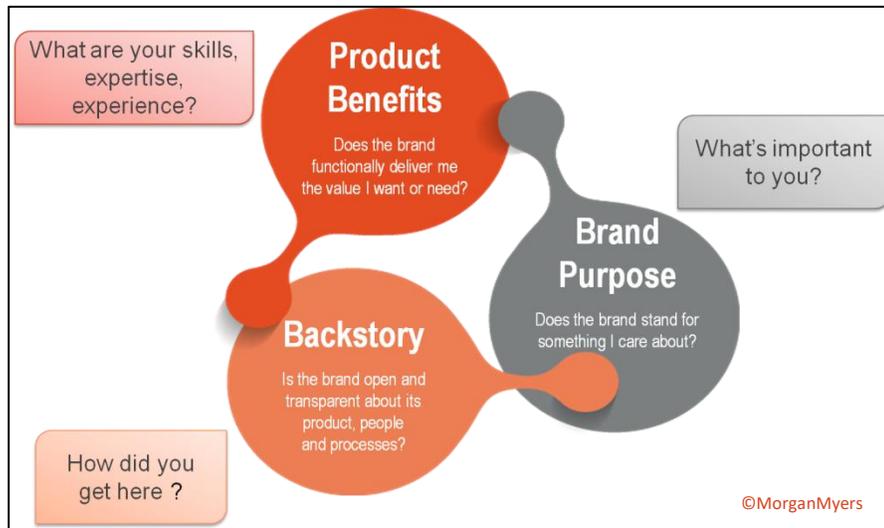


Building Your Personal Brand

Personal brand

"Your brand is a perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you." *McNally & Speak*

Creating brand preference



Exercise #1: Define your product benefits

What are you offering your audience? What can they expect when they engage with you?

Performance

- Strengths
- Skills
- Expertise
- Experience

Packaging

- External
- Style/look

Personality

- Intrapersonal
- Actions



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Exercise #2: Define your brand purpose

What are your core values?

Accessibility	Clarity	Efficiency	Generosity	Love	Sensitivity
Accomplishment	Completion	Empathy	Grace	Loyalty	Spirituality
Accountability	Compassion	Enthusiasm	Growth	Originality	Spontaneity
Accuracy	Contentment	Excellence	Health	Peace	Stability
Adventure	Control	Expertise	Honesty	Power	Strength
Altruism	Courage	Fairness	Humor	Prosperity	Success
Ambition	Creativity	Faith	Imagination	Punctuality	Sympathy
Assertiveness	Curiosity	Fame	Independence	Recognition	Teamwork
Balance	Dependability	Family	Integrity	Relaxation	Understanding
Celebrity	Determination	Fidelity	Intelligence	Reliability	Vision
Challenge	Discipline	Flexibility	Kindness	Respect	Wealth
Charity	Diversity	Fun	Leadership	Security	Winning

What drives you? What's your passion?

- What five words would you use to describe yourself?
- What five words would you like others to use to describe you?
- If you weren't here today, what would you be doing?
- If you could give \$1 million to three different organizations, which would they be?
- If you could start over with your life, and could only take five things to carry over, what would they be?

Exercise #3: Define your back story

What's your story? How do you back it up?

- Create a narrative that connects your purpose and skills
- Demonstrate consistency between words and actions
- Build credibility and transparency

Are your words and actions aligned?

When reviewing your benefits and purpose, think about:

- Are the actions you take every day consistent with those words?
- What is the story you are telling with daily social posts?
- What actions do you take that may be out of step?
- What actions can you take to be more in step?

Become what you admire most. The brand that works for you will be the one that you can keep building.