

Figure 1.5A

Personal Branding Assessment Questionnaire

I'm working on a personal branding exercise and would value your candid input. Please answer the questions below as best you can. Short, bulleted answers are fine. I've included a sample list of Brand Attribute ideas to spark your thinking.

1. Core values

What do you think my core values are?

2. Key strengths and weaknesses

What is my key skill set?

What is my expertise?

What are the weaknesses that may hold me back?

3. Unique value proposition

What is my unique expertise or value that differentiates me?

4. Personality/image attributes

How do I come across to others?

What are the key adjectives that describe my personality?

Describe my look and style.

5. Leadership attributes

What kind of a leader am I?

6. Relationship attributes

What is it like to engage with me—professionally and socially?

7. What is a living or inanimate thing that best represents my brand?

Please explain. Examples:

A trusted Saint Bernard dog who always come to the rescue

A Mini Cooper car that is efficient, fun to drive and has a quirky sense of style

The following list of potential brand attributes may help to spur ideas as you answer the questions above.