

First Steps: Brand Definition

Select Core Values	1.
	2.
	3.
	4.
	5.
Identify Key Strengths	1.
	2.
	3.
	4.
	5.
Recognize Opportunities for Growth	1.
	2.
	3.
	4.
	5.
Investigate Personal Passions	1.
	2.
	3.
	4.
	5.
Define Your Brand	

INSTRUCTIONS	
Core Values	What values drive your personal and professional philosophy? What non-negotiable values influence your perception and behavior? Unsure where to begin? You can find inspiration to get you started by searching for core values lists online. Please note that core values need not be limited to five, you can select the number of core value that works for you. Once you have decided on your top core values, define them for yourself and return to them often to assess how well your intentions and actions align with the values that you value most. Consider finding ways to test your values against others' perceptions of you and ask for support from trusted sources.
Strengths	For what are you know? For what do others come to you? When you look back at your most successful endeavors, what strengths were the keys to your success? When faced with a serious challenge, what of your skills and abilities do you count on most? For example, you might select descriptors like "analytical," "detail-oriented," "big-picture thinker," or "effective communicator." Once you have yours selected, test them against the opinions of your colleagues and peers. What do they see as your strengths? Do they agree with your perspective? Do they have an alternate view? Please note that key strengths need not be limited to five, you can select the number of strengths that best represents you.
Opportunities for Growth	What challenges or tasks do I tend to avoid? What activities do I find most stressful or difficult to master? Look back at the constructive feedback you have received in the past, what are the common threads? What new things are you exited to learn or master? Once you have selected your opportunities for growth, prioritize them and then create a plan for addressing each. You can select as many as you feel best represent you.
Personal Passions	The things you do outside of work can offer a great deal of insight into who you are. Start by listing your passions. For example, you might select things like "long distance running," "travelling," "team sports," "family activities," or "dancing." Then, look a little closer at your passions to identify the deeper value you receive from them. For example, a long distance runner may love tapping into inner stamina, commitment, and strength. A team sports player may thrive on working collaboratively towards achieving a common goal. A traveler may enjoy the act of discovery and the learning that accompanies new experiences. By digging into your personal passions you can see the deeper meaning there and work to bring those passions to your career as well.
Your Brand	Once you have gone through the first steps, you can begin to craft your brand statement. It may be a paragraph, bullet points, or a brainstorm at first. Over time, you will identify ways to hone and condense your ideas into something that can be easily communicated and remembered. The clearer and more concise the statement, the easier it is to align your actions and developmental trajectory with it. Eventually, you will find that your career opportunities and business relationships will flow naturally from the intention you have set by going through this and the entire brand building process. Finally, this is an iterative process and your brand will evolve over time. Look at your brand statement as a living document that grows along with you.