

# Your Personal Brand

Professionalism & Personal Brand



**When people talk about you, what do you want them to say?**

"Call \_\_\_\_\_, they \_\_\_\_\_  
(your name)  
\_\_\_\_\_."

**What people can count on**

Customers can always count on me to \_\_\_\_\_

Co-workers can always count on me to \_\_\_\_\_

My supervisor can always count on me to \_\_\_\_\_

**Where are your gaps?**

I often let \_\_\_\_\_ slip.

Sometimes I forget to \_\_\_\_\_

I could do a better job of \_\_\_\_\_

Review what you've written above. How would someone describe your personal brand today?

**One change**

*What's one thing you could start doing consistently to move your personal brand from where it is to where you want it to be? How will you hold yourself accountable?*