

**Personal Brand Worksheet**

**Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| **Influence Target** 1. Person, group or organization
2. Their challenges and opportunities
3. Your unique & valuable contribution
4. Reason to believe
 | 1. **Target:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. I can state their challenges and opportunities. Yes/No
3. I can make a unique and valuable contribution. Yes/No
4. I can give evidence of my value. Yes/No
 |
| **How do you want to be perceived?**Six leadership traits (in three pairs)* Competencies
* Traits
* Behaviors

  | **I want to be known for:** |
| **Benefits to Influence Target*** Why the other person, group or organization would want to accept your influence.
* Not benefits to you
 | **. . . so I can deliver:**  |

Copyright © 2011 by Slade & Associates