

**Personal Brand Worksheet**

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

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| --- | --- |
| **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:** |

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