

## What is Your Personal Brand?

### Perception is Reality

How are you perceived at work? Are you famous for working well under pressure and bringing calm to difficult situations? Are you known for your innovative, impactful ideas and for knowing how to bring others “on board”? We are all drawn to reliable people who relieve stress and can be counted on to contribute positively to their own and others’ success. So, How do you want to be perceived?

The opinion of your coworkers, your boss, and your customers/partners is reality in their eyes. The impression you make is important. You define who you are. It doesn’t matter what you were like in high school, or in your last job, or even last week. What matters is who you are now and how you position yourself for the future. YOU create your personal “Brand”.

### Brand You!

It may be that projecting a personal brand comes naturally to you. If you are an enthusiastic and expressive person, your boss, colleagues, and friends probably know very well just what you’re about. If, however, you are not as vocal about yourself, you might need to spend a little time identifying who you are and how you wish to be perceived. These questions will help you determine that:

1. What are my most important values?
2. What are my greatest strengths?
3. How do I want to be perceived?
4. What am I known for?
5. What about myself do I want people to see that they may not?
6. What sort of feedback about myself and my work am I happiest to get?
7. How do my coworkers and supervisors view me?
8. What makes me unique?
9. What do I have to offer?
10. What kind of person do I want to be?

You don’t need a team of marketing experts to establish a great personal brand. All you have to do is be who you are, stick to your values, and project those values out into the world.