



PERSONAL BRAND BUILDING HOMEWORK

Thanks for attending the PLLC Wade Workshop, Branding Yourself Beyond Academia.

Here is your homework assignment:

Ask three colleagues/professors/employers the top three good things that exist when you are present and what is missing when you are not there.

Consider how their responses fit into your personal brand narrative and shape the characteristics, qualities, and skills you want to lead with first as you venture out into the job market.

To help keep you going with your brand building progress, here are some helpful questions to ask yourself, as well as a values exercise.

Personal Brand Discovery Questions

What is the story that got you to where you are today?

What have been the significant moments for you leading up to today and how do you think these moments have changed and shaped you?

Why is building a personal brand important to you?

Where do you want to be in one year? Five years? Ten years? How will your personal brand help get you there?



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How do you effectively engage with others?

How do you deliver value to others?

How do you want others to feel when they interact with you?

In your opinion, what does a successful person look like?

What kind of personality characteristics do you want to most be known for?
(Ex. quirky, suave, silly, cheeky, etc.)

How do you want to be recognized by your community?

Name and describe other people (or companies) that encompass a brand identity that you like or are inspired by. What parts of their brand identity are you fond of? Why? What values do they uphold that you admire?

What is your purpose? What are you here to do? Why?

If you had to summarize your purpose in one word, what would it be?

If others had to summarize your purpose in one word, what would it be? Is it the same? Why or why not?

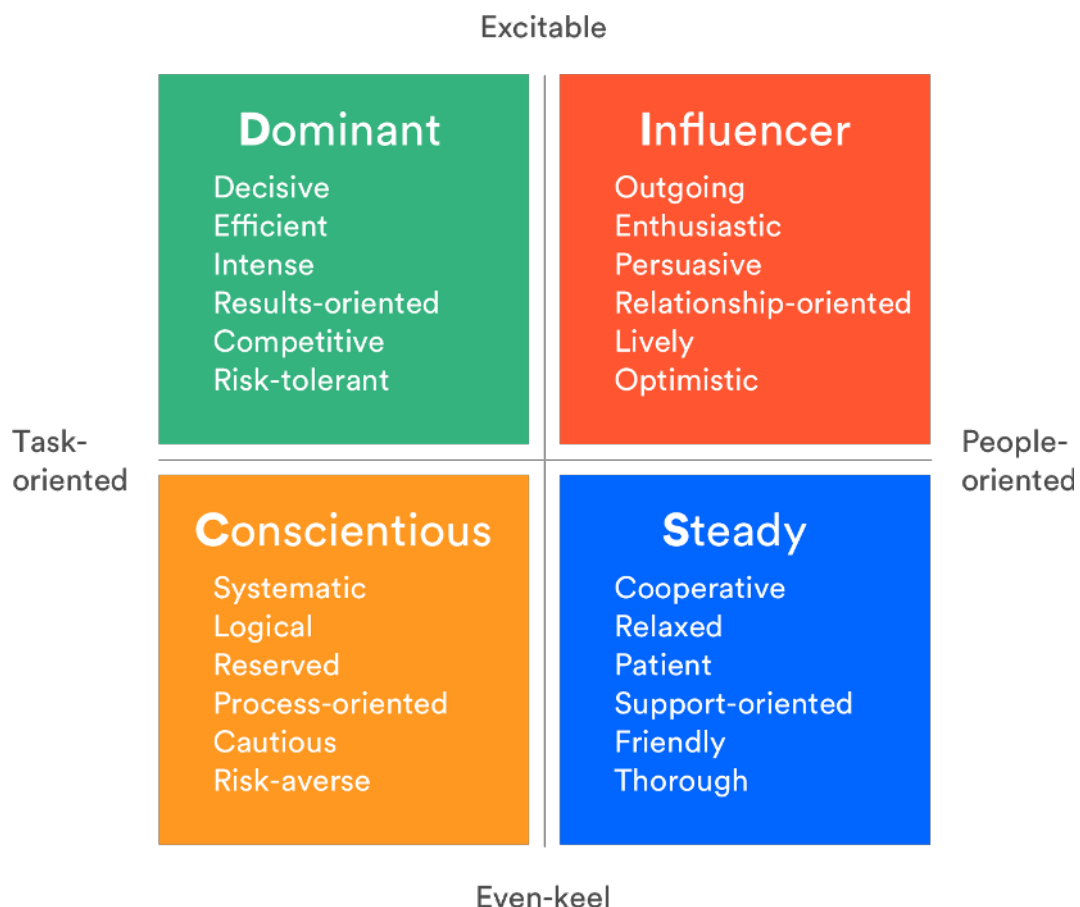
What is your legacy? How do you hope to be remembered?

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What are some ways that you feel you lead by example when it comes to communicating and working with others?

If you could tell people three things about yourself, what would they be?

Using the chart below, how would you describe your personal communication style? How does this influence your leadership style?



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Personal Brand Values Exercise

Instructions:

Take one initial pass through all the words and circle the values that represent your personal brand. Take a second pass through with a highlighter or different coloured pen, and narrow it down to your 5 core values.

Abundance	Change	Depth
Accessibility	Charity	Determination
Accountability	Charm	Discipline
Accuracy	Choice	Discovery
Adventure	Citizenship	Diversity
Affluence	Clarity	Ease
Agility	Cleanliness	Education
Alertness	Closeness	Efficiency
Alignment	Collaboration	Empathy
Altruism	Comfort	Encouragement
Ambition	Commitment	Endurance
Appearance	Community	Energy
Art	Compassion	Entertainment
Artistry	Competence	Enthusiasm
Attentiveness	Confidence	Environmentalism
Authenticity	Connection	Ethics
Authority	Consciousness	Excellence
Awareness	Conservation	Expansion
Balance	Consistency	Experience
Beauty	Control	Expertise
Belonging	Conversation	Exploration
Bliss	Cooperation	Expressiveness
Boldness	Courage	Fairness
Bravery	Craftiness	Faith
Calmness	Creativity	Fame
Candor	Credibility	Family
Capability	Curiosity	Fascination
Care for others	Daring	Fearlessness
Carefulness	Decisiveness	Fierceness
Celebration	Dedication	Fitness
Certainty	Dependability	Flexibility



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Follow-through	Kindness	Professionalism
Freedom	Knowledgeable	Profitability
Friendliness	Leadership	Promptness
Friendship	Learning	Prosperity
Frugality	Legacy	Punctuality
Fun	Liberation	Rationality
Generosity	Lightness	Readiness
Giving	Listening	Realism
Grace	Logic	Reason
Gratitude	Longevity	Recognition
Grit	Love	Reflection
Growth	Loyalty	Relaxation
Guidance	Luxury	Reliability
Happiness	Magic	Reputation
Harmony	Marriage	Resilience
Health	Mastery	Sacredness
Heart	Meticulousness	Satisfaction
Helpfulness	Mindfulness	Security
Heroism	Moderation	Self-reliance
Honesty	Money	Self-respect
Hopefulness	Motivation	Selflessness
Hospitality	Originality	Serenity
Humility	Patience	Service
Humor	Passion	Sharing
Imagination	Peace	Significance
Impact	Perseverance	Simplicity
Independence	Persistence	Sincerity
Individuality	Playfulness	Skillfulness
Influence	Pleasure	Solidarity
Ingenuity	Positivity	Solitude
Innovation	Potency	Sophistication
Inspiration	Power	Spirituality
Integrity	Practicality	Spontaneity
Intelligence	Pragmatism	Stability
Intimacy	Precision	Status
Intuition	Preparedness	Strength
Inventiveness	Presence	Structure
Joy	Pride	Success
Justice	Proactivity	Support



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Teaching
Teamwork
Thoroughness
Thoughtfulness
Tradition
Tranquility
Transcendence
Trust
Truth
Multi-tasking
Mystique
Openness
Opportunity

Optimism
Order
Organization
Resolution
Resourcefulness
Respect
Responsibility
Rest
Reverence
Romance
Understanding
Uniqueness
Unity

Utility
Variety
Virtue
Vision
Volunteering
Warmth
Wealth
Wholeheartedness
Willingness
Winning
Wisdom
Wonder

My top five personal brand value are:

1) _____

2) _____

3) _____

4) _____

5) _____