**Discovering Your Personal Brand**

Your personal brand is a reflection of who you already are. It is not a creation of who you want to be. Therefore, you *discover*, not create, your personal brand. While this exercise will consist of developing a short written statement, it should convey your current skills, talents, interests, values, and personality or personal style. Sound impossible? Not only is it possible, completing the exercise should help you develop a deeper understanding of who you are, what elements are important in your career, and what motivates you.

Part One – Personal Style

What five words describe your personality best?

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adaptable adaptive agreeable alert ambitious assertive autonomous   
brave bright calm capable charismatic cheerful compassionate confident conscientious cooperative creative cultured decisive detail   
determined dynamic enterprising frank friendly funny generous   
happy helpful impartial industrious instinctive kind lively   
organized persistent pleasant practical productive punctual receptive   
reflective reliable resolute resourceful risk taker selective self-assured   
sincere sociable talented trustworthy upbeat witty wise

Part Two – Values

What do you value in life both personally and professionally?

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access accountability achievement altruism appreciation authenticity awareness   
balance calmness caring character charity citizenship commitment community compassion concern consistency courage creativity dedication   
democracy determination devotion dignity diligence discipline diversity   
education efficiency empathy energy enthusiasm equality ethics   
excellence fairness freedom friendship frugality generosity gratitude   
happiness hard work harmony honesty honor humanity humility  
initiative innovation integrity intelligence intuition invention justice   
kindness knowledge leadership logic loyalty moderation money   
morality opportunity optimism order participation patience patriotism perseverance persistence prevention pride productivity prosperity problem-solving punctuality quality rational respect responsibility results sacrifice  
satisfaction selflessness security sincerity solidarity strength teamwork   
time tolerance transparency trust unity wealth wisdom

Part Three – Skills & Abilities

What are you good at?

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appraising arranging assembling assessing assigning auditing balancing   
budgeting building calculating caring charting clarifying classifying   
cleaning coaching coding collating collecting committing communicating compiling composing computing conducting connecting constructing conceptualizing   
cooking coordinating controlling counseling creating cultivating corresponding decorating debating deciding delegating delivering designating designing   
developing diagnosing directing documenting drafting drawing editing   
empathizing encouraging enforcing entertaining establishing estimating evaluating   
examining explaining extracting facilitating focusing forecasting formulating   
generating governing growing helping hiring illustrating imagining   
improvising influencing initiating inspecting installing instituting instructing   
interpreting intervening inventing investigating landscaping leading listening   
locating maintaining managing measuring mentoring moderating motivating   
navigating negotiating ordering organizing overseeing performing persuading   
planning preparing prioritizing processing programming projecting promoting   
purchasing reconciling recruiting reducing renovating repairing recommending researching resolving restructuring reviewing scheduling serving sorting   
speaking strategizing summarizing supervising supporting surveying troubleshooting teaching testing theorizing tracking translating visualizing writing

Once you identify the skills you are good at, describe it in detail. Incorporate values and style if possible.

Example:

Imagining – imagine the future needs of an organization and develop a process to accomplish

Managing – manage a group of individuals to effectively complete tasks and attain goals

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