**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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