

## Powerful questions for constructive feedback on your impact and personal brand

Adapt these questions to work for your own situation. They may not all be relevant.

Dear

I'm currently working on my personal brand and impact. I have selected you as someone whose opinion I value. Please be honest – this is something that is important to me and I want to uncover any blind spots.

1. What kind of image do I project? How would you describe me to someone who doesn't know me?
2. What impression do I make when I first meet people?
3. In your experience, how do clients, staff, colleagues react towards me?
4. What one behavioural trait might be worth changing?
5. What could I do more or less of, or stop or start, to improve my personal brand and impact?

Thank you for your feedback. I appreciate your openness and honesty.

Once you have your feedback, take it for what it is: feedback! There will be many positives – celebrate these and read them often!

There may be some surprises. Reflect on why people may have this perception of you.

Often, we secretly know our areas for development. Surprises are rare, but powerful.

Are there any themes?

Please take the feedback in the way it is intended – to help you. You have invited openness and honesty, therefore respect people's opinions and accept what they have to say. It will have come from a place of support.

Now you have your 'gold dust' decide on the actions you will take.

It's time to unlock your potential!

