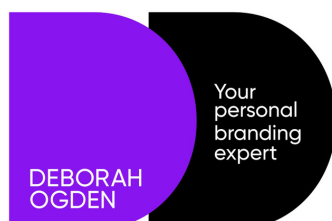


# your personal brand workbook



## welcome!

There is a growing recognition that being 'good at what you do' is not enough and that a strong personal brand can be the differentiator that sets you apart from the competition.

Jeff Bezos of Amazon summed it up when he said; 'everyone has a personal brand; it's what people say about you when you are not in the room'. The question therefore is not whether you have a personal brand, but how effectively you manage it?

Consciously managing both image and reputation on and off-line will greatly improve relationships, profile and success.

When we are authentic, communicate effectively and are consistent in our behaviours, our personal brand is a powerful tool, maximising profile and presence.

During this workshop you will pick up hints and tips on how to clarify, develop and communicate your own personal brand. There are exercises for you to complete in this workbook - some may need additional reflection and consideration.

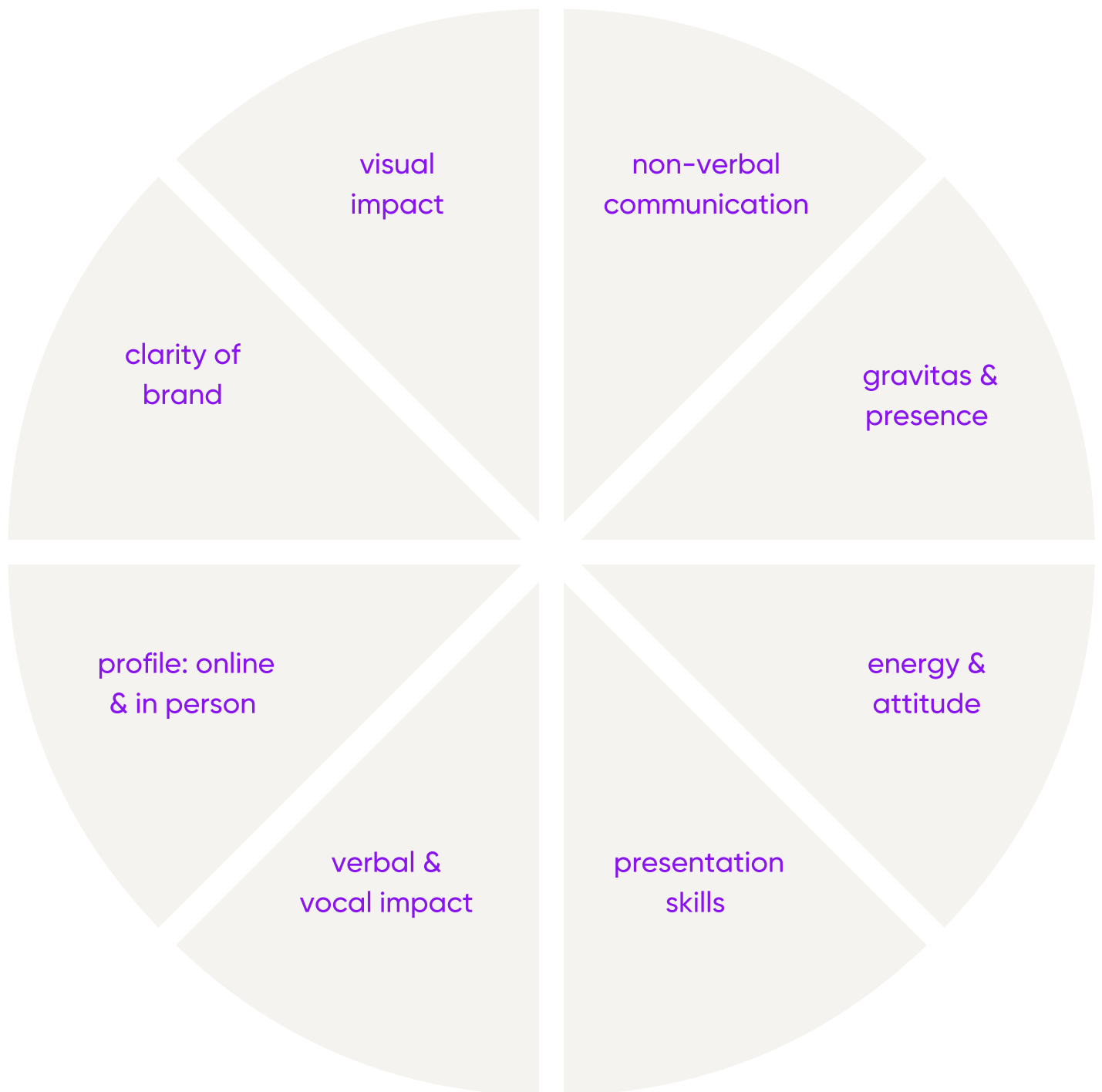
This workbook has been supplied for you to supplement and enhance the learning process and I hope that this will help to sustain the learning that you gain from this workshop. This workbook has been developed by Deborah Ogden Limited.

Please note that no part of this workbook or any of its accompanying material may be reproduced or transmitted in any form without the prior permission of Deborah Ogden Limited.

*Deborah*

## wheel of personal brand

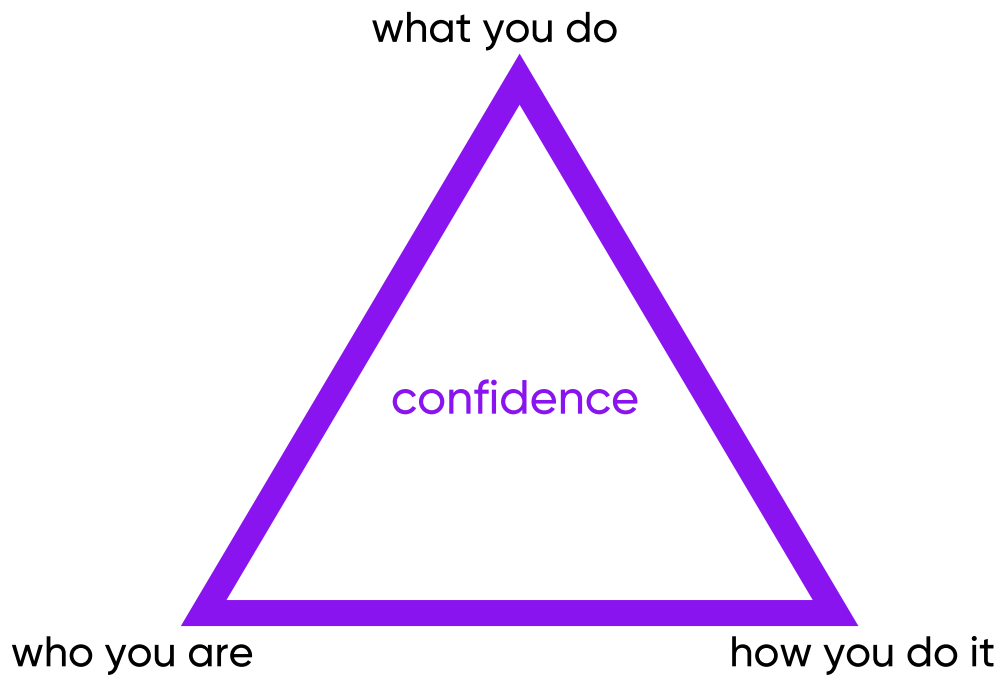
The Wheel is a useful tool to gain an insight into your current strengths and areas for development.



Starting from the centre of the Wheel, shade in each segment to the degree of satisfaction. Completely shaded means 100% satisfaction.

As you work on each area, each segment of the Wheel will impact on other areas and therefore it is useful to review it every six months or so.

# clarity



## What you do:

this is your job title, your formal work experience as would appear on your CV:

## Who you are:

this will need some additional reflection. What are your values, your purpose? What are your beliefs, depending on your education and life experience?

## How you do it:

these are your behaviours - how you show up in business. Are you extrovert, or more introvert, attention to detail or more strategic - what are your personal characteristics?

## Your personal brand statement

Bring together all of the above into your personal brand statement. This is for your clarity and benefit.

I am ....



## Who has the key seats in your audience?

Who do you need to know by?

Who are your key stakeholders?

Who can be your advocates and cheerleaders?

Can you identify a mentor who you admire?

List your key people - connect and build relationships.

# communication

	<b>Team</b>	<b>Client</b>	<b>Network</b>
Who are they?			
How will they come in to contact with my personal brand?			
What message do I want them to receive?			
What will that look like? How will I communicate? What behaviours?			

My action points:

# your personal brand marketing strategy:

*'Practice courage and reach out!' - Brené Brown*

What do you want to be known for?

Become a visible expert or thought leader in a specific field.

Identify your strengths and play to them, here are some suggestions.  
Select the ones that could work for you and make a plan.

- Keynote speaker
- Podcast host or guest
- Written Blogs
- Video Blogs
- Social media content
- Create a network
- Media opportunities (Proactive PR)
- Media spokesperson (reactive Media relations)
- Volunteer in your chosen field
- Volunteer for projects within the organisation
- Build your network

Other ideas:

I'd love you to connect.

I can be found across the following social media platforms:



[www.linkedin.com/in/deborahjogden](https://www.linkedin.com/in/deborahjogden)



[www.twitter.com/DO\\_impact](https://www.twitter.com/DO_impact)



[www.instagram.com/DO\\_impact](https://www.instagram.com/DO_impact)



<https://on-brand-with.captivate.fm/listen>

**[deborahogden.com](https://deborahogden.com)**

