

# Personal Brand & Impact Workbook



# Your Workbook

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# Hello!

Welcome to your Personal Brand and Impact Workbook.

Please take some time to reflect and complete the exercises.

We recognise that being 'good at what you do' is not enough and a strong personal brand can be the differentiator that sets you apart from the competition. Defining your brand increases your confidence and impact, and helps build trust with your audience.

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, confidence, 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 the workshop we will start at the beginning, gaining CLARITY on your purpose, your goals, your message and who you want to engage with. We will work together to reflect and adapt how you behave to COMMUNICATE with impact, and you will create a personal strategy to CAPITALISE on your brand, establishing you as the go-to person in your field.

This workbook has been designed to supplement and enhance the learning process both today and in future weeks. I hope you will use it as a reminder as you continue to build your personal brand.

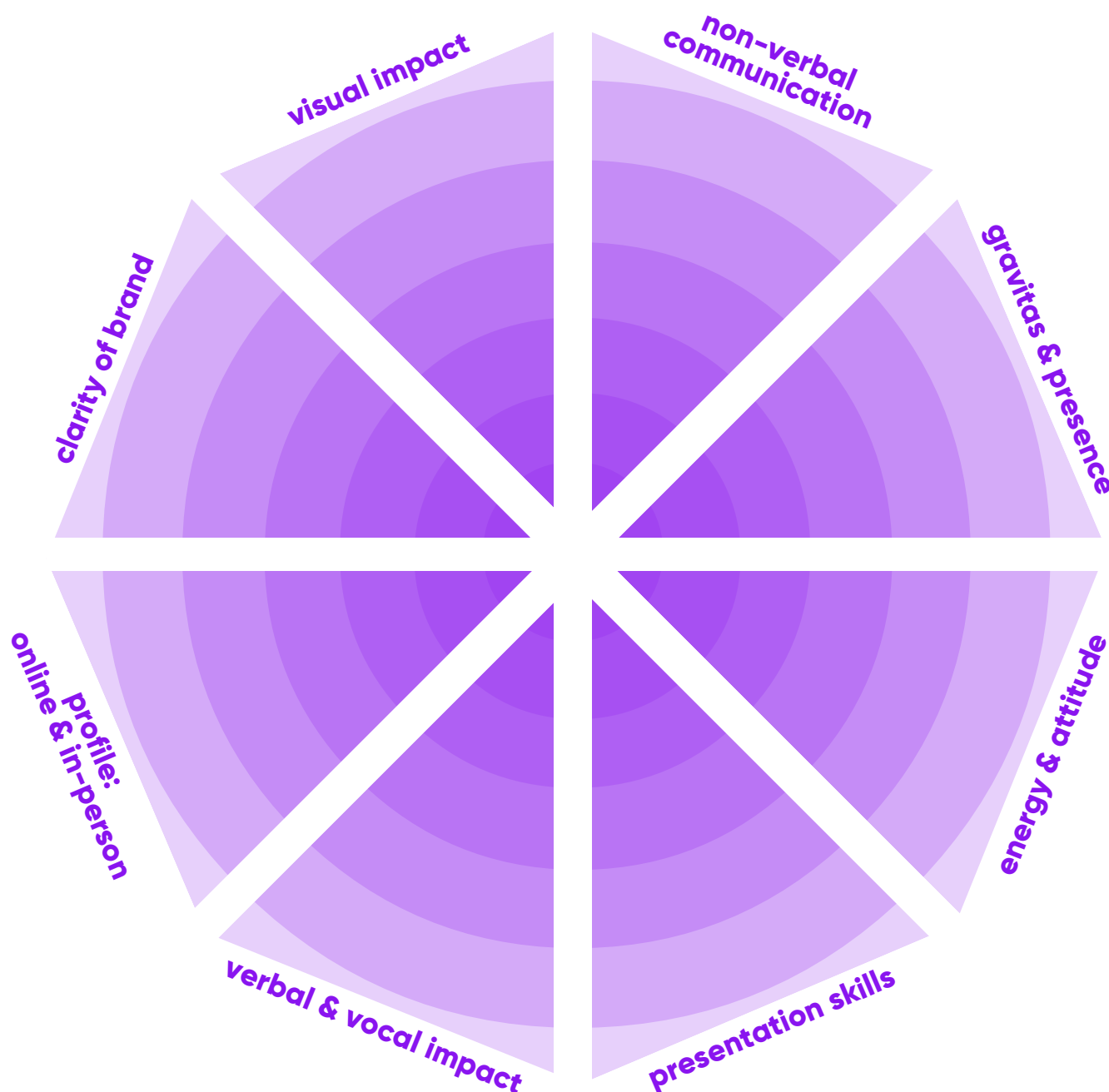
*Deborah*

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# Wheel of Personal Brand & Impact

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.

# Your Brand Message



## What you do:

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

## Who you are:

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 ....

# Your Values

Your values are the essence of who you are and are defined as a set of standards that determine your attitudes, choices and actions. Consider what makes you feel angry – the chances are one of your values has been violated.

Values can change as you change; some will be with you for life. They reflect what is important to you at any given time.

Identify your top five values from the suggested list below. Start by crossing out those that have no resonance with you. Then highlight those that feel like they 'belong' to you. If there are any missing values you feel are part of your make-up, include them in your list.

Acceptance	Fun	Performance
Achievement	Generosity	Philanthropy
Action	Gratitude	Pride
Camaraderie	Growth	Productivity
Caring	Happiness	Profit
Challenge	Harmony	Recognition
Charity	High standards	Reputation
Commitment	Honesty	Respect
Community	Honour	Responsibility
Compassion	Humour	Results
Contribution	Independence	Self-belief
Courtesy	Innovation	Selflessness
Creativity	Integrity	Service
Democracy	Joy	Success
Dignity	Justice	Synergy
Duty	Loyalty	Teamwork
Efficiency	Modesty	Trustworthiness
Empowerment	Mutual accountability	Truth
Enthusiasm	Open communication	Unity
Ethical	Optimism	Vision
Fairness	Partnership	Vitality
Freedom	Participation	Wisdom

Your top five values:



## 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.

# Your Personal Brand Strategy

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

What do you want to be known for?

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
- Attend an industry conference
- Volunteer to be on a panel
- Host a podcast
- Be a guest on a podcast
- Write a blog
- Write a guest blog
- Create video updates or 'how to'
- Social media content
- Create a new network event
- Attend network events
- Proactive build your network on LinkedIn
- Regularly contact people you've lot touch with
- Media opportunities (Proactive PR)
- Media spokesperson (reactive Media relations)
- Volunteer in your chosen field
- Volunteer for projects within the organisation

**Other ideas:**

# Your Content Strategy

List five key personal brand messages

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- 
- 
- 
- 

Weave these key messages into content you write around the following pillars:

**Educate your audience:**

**Share your why:**

What is your purpose? Why do you do what you do?

**Build trust:**

I understand because .....

**Demonstrate credibility:**

Testimonials, awards, case studies

**Communicate authority:**

Thought leader, opinion

**Respond to industry/news stories:**

Be dynamic and responsive

# Your Personal Brand Action Plan

Action (what eg news, expertise)	How	Why	When
What? eg news, event, blog, network	Tactic or platform, depending on audience	Desired outcome	Date, frequency

# The IMPACT Roadmap:

## Visualisation

Get a clear picture of your goal. Know what it looks like.

## Feel It

Imagine what achieving your goal would feel like.

## Desire

How much do you want to achieve this goal? What would it mean to you/make of you?

## Pleasure

Imagine & feel the satisfaction, relief, happiness, freedom of achieving your goal.

## Pain

Use leverage to take action: associate pain with the consequences of not achieving your goal.

## Decide

Why must you achieve it now and not tomorrow? Commit & take action today

## Action

What are the things I have to do to achieve my goal? What can I do today, this minute?

## Planning the Process

Decide what to do and when to do it.

## Enjoy

How can I make the process of doing what I need to do enjoyable?

## Feedback

How will I know if what I am doing is going to get me the result I want?

## Respond

If what I am doing is not getting results look for an alternative way

## Beliefs

What belief do I need to change and what would I need to believe in order to succeed?

## Re-programme

How do I change this belief?

## Visualisation!

Imagine yourself achieving your goal. The brain does not differentiate between a real and a vividly imagined experience.







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



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

[https://more\\_impact.captivate.fm/listen](https://more_impact.captivate.fm/listen)

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