

Develop your Personal & Professional Brand Statement Worksheet

A personal brand statement is a short, clear, memorable statement that captures your unique promise of value. It should highlight how you combine your skills, passions, and expertise to make an impact. Answer these questions to self-reflect and distill your strengths, values, and passions into your personal & professional brand. You may not use all the information in every type of communication, but it will be helpful to have it all in one place.

WHAT DO YOU (WANT TO) DO?

What career do you want to pursue? What do you want to contribute to your community/country/field/organization/world/profession? What problem do you want to solve?

HOW DO YOU (PLAN TO) DO IT?

What skills and experiences do you have? How are they relevant to the career you want? What are you doing that others are not? What unique skills and experiences set you apart?

WHY DO YOU (WANT TO) DO IT?

What are you passionate about? What kind of problems are you interested in solving? If you could do anything, what would you do? What is one experience that made you say “I want to do more of that”? What inspires you?

Other questions to consider: What are (going to be) your greatest achievements? If you were to receive an award, what would it be for? What are your top pet peeves? What situations make you the angriest?

CRAFT YOUR PERSONAL/PROFESSIONAL BRAND STATEMENT

Short:

“I + [WHAT you do] + by [HOW you do it] + because + [WHY you do it].”

Long:

“I am a [TITLE/PROFESSION/OCCUPATION] with experience in [WORK RELATED PROCESS, PROBLEMS YOU SOLVE]. I am skilled in [TOP 3-5 SKILLS RELATED TO YOUR FUTURE ROLE]. I’ve been successful in [TASKS, JOBS, INDUSTRIES YOU HAVE HAD EXPEIENCE WITH]. Additionally, my [EDUCATION/CERTIFICATION/EXPERIENCE] contributes to my ability to [ANOTHER PROBLEM YOU SOLVE].