



## 6 KEY ELEMENTS OF YOUR PROFESSIONAL BRAND

**Your Professional Brand is how you present yourself to the work world and professional community, through your documentation, online presence, and communication activities/artifacts.**

"Your brand is what people say about you when you are not in the room" -Jeff Bezos



### Professional Identity

- What do you excel in?
- How do you consistently conduct yourself?
- How do you add value to the organization you work for?



### Online & Offline Identities

- Is your message consistent and relevant?
- Are you proud of the information people can find out about you online?



### Goals & Values

- What are your short and long term goals?
- Do you have an actionable plan to meet your goals?
- Do you uphold your values/standards?



### Qualities That Set You Apart

- What qualities are you most proud of?
- How can you strengthen your qualities?
- What makes you different than someone with similar qualifications/skills?



### Value You Bring to Others

- How are you consistently adding value to the lives of others?
- In what ways can you be generous with your time and skills?
- What can you do to empower others?



### Authentic Brand Statement

- Is your statement unique, and true to who you are/want to be?
- How are you sharing your brand statement?
- Do you evaluate your brand statement often?