

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.

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 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 adding value to the lives of others?
How can you be generous with your time and skills?
What can you do to empower others?

Authentic Mission Statement

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