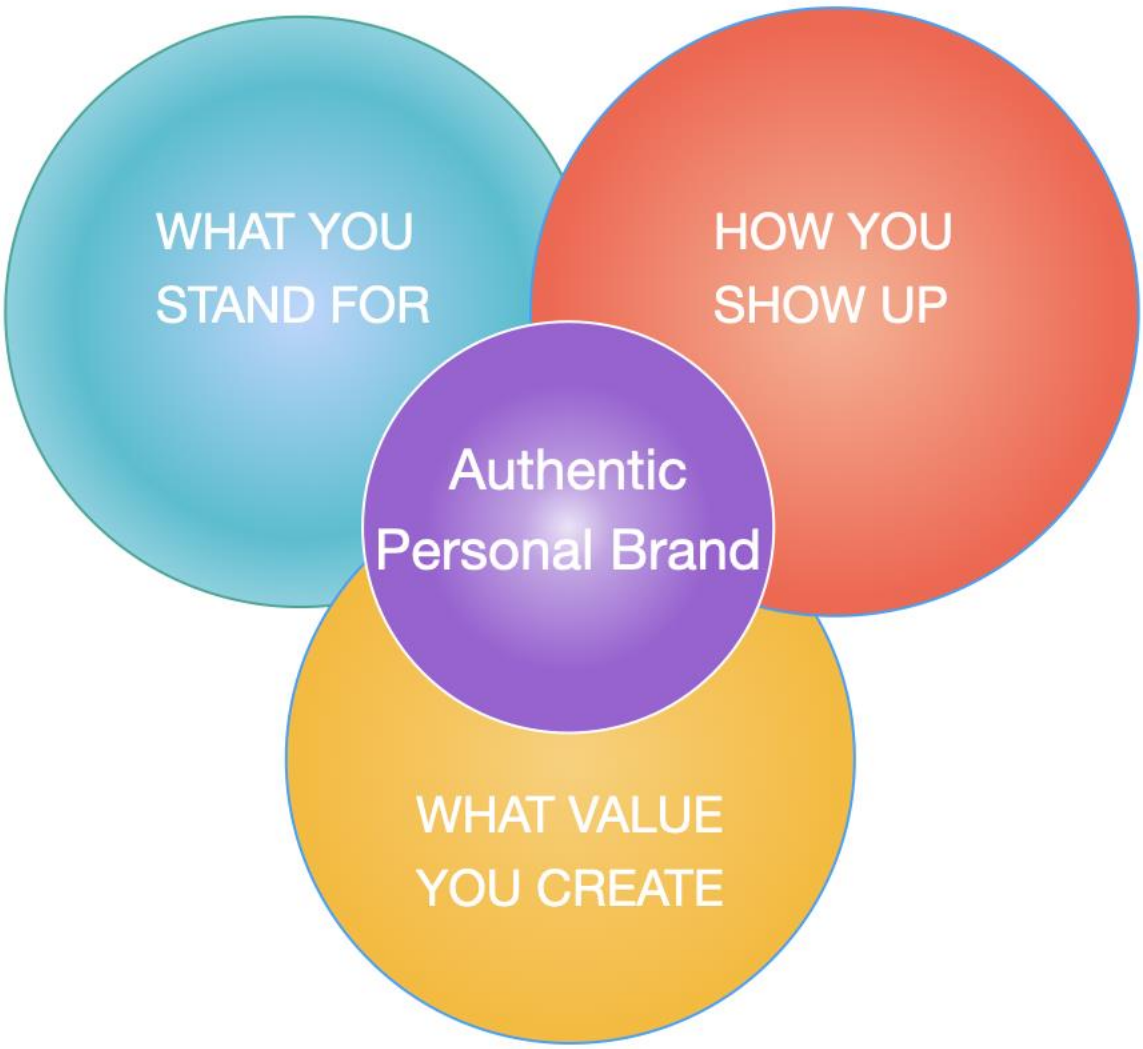
Building an Authentic & High Value Personal Brand

This digital workbook has been designed to support you to identify the 3 components of your personal brand. By the end of this worksheet, you will be clearer about your brand and how to bring it to life.



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What Do You Stand For?

1. **What 2 or 3 values at work, are important to you - even if no one is watching?**

2. **What 2 or 3 values do you refuse to compromise on, even when it's difficult?**

3. **What mindset or belief has helped you, especially in tough times?**

4. **What are you proud to role model for the next generation in your field?**

5. **When have you felt most energised or on purpose in your work? What were you doing and why did it matter?**

Capture here useful insights or actions from doing this exercise...

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How You Show Up

Showing up as the BEST version of the authentic you

Question: How would others describe how you show up at work? What do people see, hear and feel when you walk into a room?

Body Language Do you take up space/shrink? Expressive or contained? Do you make eye contact, smile, gesture?	
Tone How do you sound in meetings? Warm, direct, quiet, reassuring, questioning, hesitant, confident?	
Presence How do you hold space? Are you calm, serious, distracted, grounded, rushed, composed?	
Energy What energy do you bring? Do people feel uplifted, focused, cautious, safe, inspired around you?	
Communication Style Do you ask questions? Challenge? Offer ideas? Speak first or last? Avoid healthy conflict or debate or lean in?	
Influence Do people listen to you? Do you bring others with you? Do you adopt your style for different stakeholders?	

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How You Show Up

Showing up as the BEST version of the authentic you

Questions:

1) What have you discovered about how you show up from doing the exercise above?

2) What would it look like if you were to bring more of your authentic & best self to work in each of the areas below?

Body Language Do you take up space/shrink? Expressive or contained? Do you make eye contact, smile, gesture?	
Tone How do you sound in meetings? Warm, direct, quiet, reassuring, questioning, hesitant, confident?	
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What Value You Create

The footprint of your personal brand – it's the skills, strength & impact that others experience

Questions:

1. **What skills/ attributes/strengths do people thank you for or compliment you on?**

2. **What abilities or expertise have you built a reputation for?**

3. **Which of your skills or strengths energise you the most, and which you would love to use more often?**

4. **How would you describe the difference you make? The difference I make is...**

   (Eg Simplify the complex, calm the chaos, spark new thinking, spot what others miss, drive results, support others to grow.)

What has this component of personal brand helped you realise about yourself

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What Keeps Us Playing Small?

Fear – False Evidence Appearing Real

Questions:

1. **What fear have you been allowing to hold you back from showing up as the authentic version of you more often?**

   (name the fear e.g. fear of judgement, of being seen as too much, of not being liked)

2. **What does this fear cost you/your personal brand?**

   (Career momentum, Visibility? Influence?)

3. **What courageous first steps can you take to gradually overcome this fear**

   (The more I speak up in meetings the easier it will become)

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Authentic Personal Brand

– the brand you want to bring forward more often

Your personal brand statement helps you own your story. It brings clarity and confidence to how you introduce yourself, advocate for your growth & show up in key moments. You can use it as your elevator pitch in meetings, on LinkedIn, or for interviews and networking conversations.

Exercise:

1. Create a simple statement, using the outputs from worksheet on each of the 3 components of personal brand

   Examples:
   "I'm known for making complex ideas simple. I'm driven by a belief that clarity builds confidence, and I show up with warmth, structure and intention."

   "I bring calm focus to fast-paced teams and help ideas become action through collaboration and trust."

2. Create a first draft

   Can you imagine introducing yourself this way? If not, simplify it. Make it sound like *you*. Don't seek perfection – seek a sentence that feels authentic and true!

What has this reflection helped you realise....

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To Continue Bringing Your Personal Brand to Life

(after completing this course)

1. Keep It Alive – daily micro actions

Pick one or two of these that resonate and aim to do them consistently each week

- ☐ Start each meeting by asking: How do I want to show up in this meeting?
- ☐ Choose a value from your personal brand and intentionally embody it in a conversation or meeting
- ☐ End the day by asking: did I show up as the authentic version of me? If not, what fear got in the way?
- ☐ Review you dairy – get clear on where, which meetings/interactions you are going to leverage the value you create

2. Keep it Real – stay in conversation

- ☐ Ask trusted colleagues or friends
  what value to you see me bring to a project or team?
- ☐ When do you see me at my best
- ☐ If you were to describe me in 3 words what would they be?

3. Keep it Visible

Choose **one of the following** to help your brand show up in how others experience you:

- ☐ Update your LinkedIn headline or bio to reflect your strengths or value.
- ☐ Create a brand statement to shape your introduction in a meeting or networking setting.
- ☐ Add a sentence to your email signature that signals what you stand for or how you work.
- ☐ Review your PDP or development plan to align with your brand goals.

4. Keep it Yours – stay accountable

What's one way you'll hold yourself to showing up as your aspirational self?

- ☐ A monthly 10-min journal check-in
- ☐ An accountability partner
- ☐ A recurring calendar reminder (e.g. *"How did I show up this week?"*)
- ☐ A Post-it or phone note with your brand words to check in with daily

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