

**Exercise: Make An Impact Through Your Brand Development**

**WHERE ARE YOU WITH YOUR BRAND DEVELOPMENT EFFORTS?**

1) I have a written a brand development plan for 2015 that includes specific metrics, timelines and deliverables.

YES NO

2) If you answered yes to the question above – Based on my plan, I think I will be able to accomplish my branding efforts for 2015.

YES NO

3) I incorporate brand development activities, inside and outside my organization, into my daily activities.

YES NO

4) I am very deliberate about embedding my written and oral communications with my brand messaging.

YES NO

**HOW COMFORTABLE ARE YOU WITH...**

5) Talking openly about your accomplishments or “selling yourself”?

Very uncomfortable 1 2 3 4 5 6 Very comfortable

6) Navigating through business development activities, such as cocktail parties, client lunches/dinners, industry events?

Very uncomfortable 1 2 3 4 5 6 Very comfortable

7) Sharing information about your personal & family life with colleagues and potential or existing clients?

Very uncomfortable 1 2 3 4 5 6 Very comfortable

**MY "SPECIAL SAUCE"**

8) My top 5 leadership attributes are:

1.
2.
3.
4.
5.

9) The skill sets I have that set me apart/make me unique are...


**MY CURRENT BRAND**

10) A) What is my current brand? B) How do people in the business community describe me?  
C) What do I want my brand to be?


**LEVERAGING ACCOMPLISHMENTS**

11) What accomplishments can I reference or draw on to help me make an impact in my business conversations? If I had to explain each accomplishment in 1-2 sentences, what would I say?


12) Scenario: You have 30 seconds to introduce yourself in a business setting. Prepare an introduction that explains who you are, what you do, what your strengths and accomplishments are.


