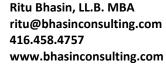


Exercise: Make An Impact Through Your Brand Development

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.								
	Υ	'ES			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.								
	Y	'ES			NO			
3) I incorporate brand develonativities.	pment	activi	ties, insid	de and	outside	my o	organization, into my daily	
	Υ	'ES			NO			
4) I am very deliberate about messaging.	embe	dding	my writte	en and	oral cor	mmu	nications with my brand	
	Y	'ES			NO			
How Comfortable Are You	J W ITH	l <u></u>						
5) Talking openly about your	accom	plishm	nents or '	"selling	g yourse	lf"?		
Very uncomfortable	1	2	3	4	5	6	Very comfortable	
6) Navigating through busine lunches/dinners, industry eve		elopm	ent activ	ities, s	uch as co	ockta	il parties, client	
Very uncomfortable	1	2	3	4	5	6	Very comfortable	
7) Sharing information about existing clients?	your p	erson	al & fami	ily life	with col	leagu	es and potential or	
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?
, , , , , , , , , , , , , , , , , , ,

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LEVERAGING ACCOMPLISHMENTS

	olishments can I referen			
	ations? If I had to explain	n each accomplishn	nent in 1-2 sentences	s, what would l
say?				
	n have 30 seconds to int explains who you are, ware.			epare an
'				

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13) If you had 5 minutes to talk to a business contact you've just met, what points about yourself would you highlight? What accomplishments would you share? How would you share them?

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