

PRE-WORK

Self-Branding Assessment Tool Instructions

BUILD YOUR
PERSONAL

B R A N D

1

To get an idea of how others perceive you, get feedback from six individuals (three from your personal circle and three from your professional network) to provide you with three words each that they feel best describes your personality and work style.

2

You may ask by text, email, phone, or in person.

3

In gathering this information and getting honest feedback, it is better to ask without explaining the reason behind it. If necessary, mention that you need the information for a workshop you will attend.

4

Once you receive all the words, if there are similar words or themes, group them.

5

Remember to bring your list with you to the event.

6

Don't overthink your list of words or their meaning before the event.