



Briefcase
Coach

YOUR PERSONAL BRAND: DISCOVER YOUR CORE VALUES & CAREER DRIVERS

*Job Search Resource
for Higher-Level Professionals*

DISCOVER YOUR PERSONAL BRAND

For Higher-Level Professionals

This worksheet is designed to help you uncover what truly motivates you and the unique strengths and passions that form the foundation of your personal brand.

1. REFLECT ON YOUR PEAK EXPERIENCES

- **Identify moments of fulfillment:** Recall specific instances in your career where you felt truly energized, engaged, and satisfied. What were you doing? What specific aspects of those situations brought you joy and a sense of accomplishment?
- **Analyze the underlying factors:** What common threads or patterns do you notice across these peak experiences? What values were being honored or expressed during those moments?
- **Consider your proudest achievements:** What accomplishments are you most proud of in your career? What skills or strengths did you utilize to achieve those successes?

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2. EXPLORE YOUR PASSIONS AND INTERESTS:

- **Identify activities that energize you:** What activities do you find yourself naturally drawn to, both within and outside of work? What do you love learning about or discussing with others?
- **Connect passions to potential careers:** How might your passions translate into a fulfilling career path? What roles or industries could allow you to leverage your interests and expertise?
- **Consider your "dream job":** If you could design your ideal role, what would it entail? What kind of impact would you be making? What skills would you be utilizing?

3. UNCOVER YOUR CORE VALUES:

- **Define your non-negotiables:** What values are absolutely essential to you in a work environment? Think about factors like autonomy, collaboration, innovation, impact, recognition, work-life balance, etc.

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3. UNCOVER YOUR CORE VALUES(*CONT*):

- **Rank your values:** Prioritize your values in order of importance. This will help you identify roles and organizations that align with your core beliefs.

- **Consider your dealbreakers:** What aspects of a job or company culture would be unacceptable to you?

4. IDENTIFY YOUR UNIQUE STRENGTHS:

- **Recognize your natural talents:** What skills or abilities come easily to you? What do others often compliment you on?

- **Identify your learned skills:** What skills have you developed through education, training, or experience?

- **Consider your personality traits:** What are your defining personality characteristics? How do these traits contribute to your success?

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5. SYNTHESIZE YOUR FINDINGS:

- **Craft a personal brand statement:** Based on your reflections, create a concise statement that captures your core values, passions, and unique strengths.

- **Identify your ideal career path:** What types of roles or industries align with your personal brand and career drivers?

- **Develop your career narrative:** Craft a compelling story that connects your experiences, values, and aspirations.

By completing this worksheet, you'll gain clarity on what truly motivates you and be well-equipped to articulate your personal brand and career goals to potential employers.

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Examples of Personal Brand Statements

EXAMPLE 1: THE VISIONARY LEADER

"A strategic and innovative leader with a proven track record of transforming organizations and driving growth. Passionate about building high-performing teams and fostering a culture of collaboration and excellence."

EXAMPLE 2: THE RESULTS-ORIENTED EXECUTIVE

"A data-driven executive with a strong focus on execution and delivering measurable results. Expertise in operational efficiency, change management, and building strategic partnerships to achieve business objectives."

EXAMPLE 3: THE CUSTOMER-CENTRIC LEADER

"A customer-centric leader with a deep understanding of market dynamics and a passion for exceeding customer expectations. Skilled in building brand loyalty, driving revenue growth, and creating a customer-first culture."

EXAMPLE 4: THE PURPOSE-DRIVEN LEADER

"A purpose-driven leader committed to creating positive social impact and fostering sustainable business practices. Expertise in stakeholder engagement, corporate social responsibility, and building a values-driven organization."
