

**Building a Better Personal Brand Story**  
Build your personal brand story based on the  
best of who you are and the value you bring to your stakeholders

1. List the things others would say you do that work really well (skills, attitudes, behaviours)  
Your managers / clients would say:

Your colleagues:

Your staff:

Your friends:

Some of the fact based items (your resume, LinkedIn page)

2. List what you'd like to do better (scope for improvement - the short version)

3. What would people in item # 1 tell you is the essence of what you do? Condense and exaggerate! *'I'm at my best when...'*

4. Thinking of #'s 1 & 3 list how that is useful to your stakeholders, i.e., what value do they get from your work? *'They are able to...'*

5. Imagine! In the future you are even more successful. What are you now doing? Describe a typical better day in your future. *'I am now...'*

6. In your better future what have you done differently (or stopped doing) to overcome #2?

7. Name 2-3 small steps you can now take to start moving towards doing more of #'s 3, 4, & 5.

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**Note: #'s 3, 4, & 5 are your personal brand story. It's time to update your resume, LinkedIn and to start networking!**

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The Glasgow Group : Better Now

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