Defining your Personal Brand

Your personal brand is summed up in the way others describe you. It is what you are known for, the instant recollection that others have of you formed by their experiences with you and also based on what they hear others say. By this definition, we all have a personal brand. Some of us take more care with it than others. However, most of us don’t pause often enough to consider whether the impact we are having is what we intend. And yet to have influence, to create the career you desire, to have the impact you want to have in your university, you need to understand, and manage, your personal brand.

The first step in influencing others’ views is being clear yourself on what your personal brand is, who you are and what you stand for. To assist this, your personal brand may be defined by four core areas:

1. Your value and purpose – what you believe you offer in the world, and what others say you bring to them;
2. Your key strengths - how you deliver that value to others;
3. Your own deeply held beliefs and values;
4. The nature, depth and basis of the relationships you have

The following questions will help you gaining clarity on your personal brand. We will build on your reflections during the conference.

**Your value and purpose**

Who benefits most from what I do?

What benefits or value do they derive?

What does the University and my other stakeholders expect from me?

What is vital to my success in bringing value to the University and my other stakeholders?

When do I feel at my best, most confident and happiest delivering these benefits to others?

What do I care most deeply about when delivering benefits for others?

**What do I want to be known for?**
Your Strengths

Consider the feedback you have had over your career – from development discussions, chance conversations with colleagues, as well as any formal assessments. Answer the questions below, based on what you know about your strengths.

Of all the things I do, which are the most effortless?

Which of my strengths do I use most frequently when it feels ‘effortless’?

What do others say I excel at?

Values and beliefs

Who do I look up to?

What values do I admire most in my role models?

When I am in a tough situation, what are the principles I look to?

What do I stand for?