

CREATING YOUR PERSONAL BRAND STATEMENT

1. In the space below, list out your unique career attributes. What makes you stand out? To help you do this, consider the following questions to help you brainstorm your personal attributes:

- What are my core values?
- What do I bring to the company?
- What do I bring to the job?
- What is my key skill set?
- What is my expertise?
- What kind of leader am I?
- How do I come across to others?
- What are the key adjectives that describe my personality?

2. Take the attributes that you listed above, and start to craft your Personal Brand Statement. To help you craft your Personal Brand Statement, answer the following questions:

- What do you say to others about what you do?
- Why do you do what you do?
- What would your spouse or significant other say to someone about what you do?
- What is my unique expertise or value that differentiates me?

Keep these 3 things in mind as you draft your Personal Brand Statement:

- Make it personal
- Make it memorable (for you and for others)
- Make them curious

MY PERSONAL BRAND STATEMENT...

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