



CAREER SERIES

THE ART OF STORYTELLING AND PERSONAL BRANDING

PART 1: AFTER WATCHING THE VIDEO COMPLETE THE EXERCISES BELOW TO PUT WHAT YOU HAVE JUST LEARNT INTO PRACTICE.

To help you identify your personal brand select two words from each column listed below (six words in total) that you think best describe your 'personal brand'. I.e. What are you most known for?

1. EXPERTISE:	2. CHARACTER:	3. DRIVE:
Technical	Honest	Determined
Inspiring	Dependable	Trailblazer
Effective	Loyal	Resilient
Organised	Ethical	Contagious
Adaptable	Kind	Driven
Versatile	Charitable	Fearless
Extraordinary	Integrity	Intense
Confident	Reliable	Dynamic
Creative	Authentic	Tenacious
Professional	Trustworthy	Vivacious
Strategic	Honourable	Motivated
Creative	Sincere	Fighter
Talented	Supportive	Innovator
Productive	Helpful	Fearless
Resourceful	Compassionate	Ambitious

Word 1: _____

Word 2: _____

Word 3: _____

Word 4: _____

Word 5: _____

Word 6: _____

PART 2: THE CORE OF YOUR PERSONAL BRAND

Select three words from your list that you think make up the core of your personal brand or that you think are most important and give an example of a time where you have demonstrated that quality.

This is a great exercise to do before an interview as it helps you prepare, demonstrates that you not only know your core values and personal brand but that you live by them through your examples.

Word 1:

Example 1:

Word 2:

Example 1:

Word 3:

Example 1:



