Growth Performance

CAREER DEVELOPMENT
PERSONAL BRAND TOOL

Personal Brand Builder

Your personal brand is not a performance. It is the clearest possible articulation of what you genuinely offer and to whom. This template helps you build it from the inside out.

Why this matters: People make decisions about your career on the basis of what they know and believe about you. A strong personal brand means those decisions are based on an accurate picture. A weak one means they are based on incomplete information, or someone else's impression of you.

STEP 1: YOUR STRENGTHS (WHAT YOU ACTUALLY DO BETTER THAN MOST)

These are not aspirations. They are things you genuinely do well, backed by evidence or feedback. Think about what people come to you for. What gets noticed. What feels natural to you but hard for others.

1. _____
2. _____
3. _____
4. _____
5. _____

STEP 2: YOUR VALUES (WHAT YOU STAND FOR IN YOUR WORK)

Your values show up in how you work, not just what you work on. List the three or four values that genuinely drive your professional decisions and behaviour.

1. _____
2. _____
3. _____
4. _____

STEP 3: YOUR UNIQUE ANGLE (WHAT MAKES YOU DISTINCTIVELY YOU)

This is the intersection of your background, strengths, and perspective that is hard to replicate. It is often a combination rather than a single thing, for example, "I combine deep technical knowledge with the ability to communicate it to non-technical audiences" or "I have built and led teams in both start-up and corporate environments."

MY UNIQUE COMBINATION OR ANGLE

EVIDENCE FOR IT (SPECIFIC EXAMPLES, OUTCOMES, OR FEEDBACK)

STEP 4: YOUR TARGET AUDIENCE (WHO NEEDS TO KNOW ABOUT YOU)

A personal brand that tries to appeal to everyone is invisible. Who are the specific people whose perception of you matters most for where you are headed?

PRIMARY AUDIENCE (E.G. HIRING MANAGERS IN X SECTOR, SENIOR STAKEHOLDERS IN MY ORGANISATION)

WHAT DOES THIS AUDIENCE CARE MOST ABOUT?

WHAT DO I WANT THEM TO THINK OF WHEN THEY THINK OF ME?

STEP 5: PERSONAL BRAND STATEMENT

Use this formula as a starting point, then refine it until it sounds natural in your voice.

> **Formula:** I help [target audience] achieve [outcome] through [your distinctive approach/strength], drawing on [relevant experience or background].

DRAFT 1 (USE THE FORMULA)

DRAFT 2 (IN YOUR OWN WORDS, HOW YOU'D ACTUALLY SAY IT)

STEP 6: ACTIVATE YOUR BRAND

LINKEDIN HEADLINE (120 CHARACTERS MAX, NOT JUST YOUR JOB TITLE)

LINKEDIN ABOUT SECTION OPENING (FIRST TWO SENTENCES, VISIBLE BEFORE "SEE MORE")

TWO-MINUTE INTRODUCTION (WHAT YOU SAY WHEN SOMEONE ASKS "WHAT DO YOU DO?")

THREE WAYS I WILL MAKE MY BRAND VISIBLE IN THE NEXT 90 DAYS

1

2

3

Want help putting this into practice?

Growth Performance builds the human advantage in an AI-driven world, with people, teams and leaders.

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