

Your Personal Branding Workbook

Welcome! This workbook is designed to help you build your personal brand and hone your brand over time to reach your full professional potential. The suggestions in this workbook are designed to help you get noticed for your abilities and interests. We will guide you through a variety of activities to identify, build, market and nurture the best version of you.



The ideas in this workbook were created *to inspire you to take action to improve your personal brand and increase your career potential*. We recommend that the first time you use the workbook you complete it in the order written. Afterward, each section can be used standalone. We recommend doing so to nurture your thoughts and skills and keep your brand story fresh.

We hope you enjoy the journey.

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Introduction

Why should you work on your personal brand?

The term "personal brand" occurs in conversations across both business and social spectrums. The topic is almost unavoidable; you see professional journals, self-help magazines and blogs, all talk about creating a personal brand. The talk about personal brand is intended to draw attention to how you present yourself to the outside world – but why all the attention and buzz? For those who haven't quite bought into the hype, let's start with the basics by answering the question, *what is a brand?*

Most people will answer the question *what is a brand* with a reference to some sort of commercial product – a brand name. If you did the same, next ask yourself what comes to mind when you think of that brand? Likely you will answer with descriptions, quality attributes, feelings, memories, etc. A brand is the combination of how the product describes itself and what YOU think about it. What is most memorable, however, are the stories people tell each other about that brand. The owner of the brand has very little control over how you tell the story. They brand owner may have built the product and work to create an impression about that product, but ultimately it's up to you to share a positive or negative brand story. Now let's transition from a product brand to your personal brand. The very same analogy applies. Your personal brand is generally what people believe about you when you're not in the room. So, how will you influence that story in a way that brings out the qualities and attributes for which you want to be known?

The ultimate goal of the activities in this workbook (or workshop if you're taking that as well) is to help you build and nurture a clear, personal (& professional) brand. This is accomplished by finding your purpose, assessing your current state relative to your purpose, and setting personal goals to help you achieve your purpose. This process can be followed throughout your career and you will want to revisit this periodically as you change and evolve.

You can achieve tremendous benefits from developing and communicating your brand. If done correctly, others will think about you in association with the things you promote about yourself and opportunities will lie therein. So, be sure you're putting out the right signals. It's time to actively engage in building your brand and living it...

Identify

Identify: What's Your Story?

The first step in the branding journey is to discover who you are, to identify what makes you unique, and to describe your true values, beliefs, passions, purposes and superpowers? What stories do you want others to know about you? How do you want them to be told? **Your stories are your brand.** It is important to take the time to understand your beliefs and translate them into your brand. Everyone has a brand, what varies is whether you're actively managing it or not. Many people have not taken the time to explore these questions, it can be a struggle; it requires some deep thought and inner searching. This section provides some tools to make this process easier and this is how our workbook begins.

Useful Definitions

Beliefs are concepts we hold to be true. They are basic assumptions we make about the world grown from what we see, hear, experience and think. We form opinions that we believe are true.

Values are ideas you hold to be important. They govern the way you behave, communicate and interact with others. Our values are formed from our beliefs.

Passions are your core interests; things you find a way to make time for in your life and something that causes a void when you don't have it.

Superpower is a unique talent you have. It's what you do well, better than most, what is admired by others and why you excel. Superpowers tend to create value for others when they experience it from you.

Purpose is the reason behind why you do what you do; it's your motivation, objective or intention. It is seen in your resolve or determination.

Brand is what people believe to be true about you even when you're not present.

Find Your Purpose

Step one in our workbook focuses on discovering who you are at the most core, authentic level and knowing your driving purpose in life. Purpose-oriented people tend to be happier and more successful because they are motivated by the meaning they find in or bring to their work. The right kind of work can seem almost effortless. Therefore, the first exercise we ask you to complete is to answer the question, "What's my story?" Through [accessing your experiences](#), we will help you define and describe the most authentic you.

Exercise: Identify Interests: Sometimes who you are is easy to identify and articulate, it can be right on the surface. Other times you'll need to cull through your thoughts to find the hidden gems. Identifying

your interests is more of an obvious first step. Do you have a known passion or interest or area of expertise that you'd like to spend more time on? Are there interests from earlier in life that you remember bringing great joy? Any lifelong passions? Do you have any unique skills developed from these interests?

Your Passions or Interests

Exercise: Build your knowledge and interests inventory: Identify three (3) things you admire about yourself, elements of your life you enjoy, describe your values, attitudes and beliefs and areas where you give the most effort. Think about what energizes you and what you are most passionate about. List as many as you can in a short period of time.

Your Knowledge & Interests Inventory

Tip: After the quick first pass, review your list and then dig deeper. Ask yourself why those items are important to you. This tip can be used throughout the workbook. Try to understand the why behind your actions and this will naturally lead you to a deeper understanding of yourself and guide you when choosing the areas of emphasis.

Exercise: Build your emotional inventory: Listen to the voice in your head and ask yourself what does it feel like to interact with you? Ask how do you want people to feel when interacting with you? And, how do you want people to talk about you? Please make your list quickly – first thoughts are often the most accurate.

Your Emotional Inventory

Exercise: Build your idea of success: It's important to add in a little visualizing of your definition of personal success, how your ideal day would be structured, what you are doing, where are you living, what are your priorities, who are the people you are around the most, what activities excite you, what mantras do you live by... Keep in mind the advice you've heard that *do what you love and success will come*.

Your Idea of Success

Exercise: Add clarity to your purpose: What are your superpowers? It helps to add focus to the vast number of things you're good at or interested in – the world is full of folks with similar interests, but by focusing on your best few it will really help you stand out from the crowd. In this section add information about your results and reputation.

"I (fill in the blank) others". What do you do better than anyone else?

Example: I (mentor and lead) others... through unknown situations.

If you received an award or public praise, what would it would be for?

Example: The award for Composure because I project calm in tough situations.

Tip: Share this information with others. If you're blocked, ask for feedback from friends and colleagues.

Exercise: Answer the question: "Who are you?" After completing the deep dive exercises above, use that information to look for patterns: Do you see 3-5 key takeaways? Write a purpose for yourself using your knowledge and emotional inventories. While maintaining authenticity, try answer to the question, using searchable (think Google) **keywords** that identify you, i.e., problem solver, teacher, entrepreneur, advocate, engineer, etc. (#ilooklikeanengineer) This bit of planning ahead will come in handy during the social media section.

Example: I am a life-long learner who uses new ideas and creative thinking to solve challenges related to engineering, product analysis and pricing. I am an intrapreneur. I mentor others through new
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opportunities and challenges and strive to find the best outcomes for everyone involved.

The answers you've created here will also be used in the [Update Your Professional Bio](#) section.

Complete a Self-Assessment and Gap Analysis

The next step is to evaluate how your purpose compares with your current personal and professional situation. Are you on the right path or do you need to build a bridge plan to move closer to your purpose? Try to take a look from an outside perspective. How do you see yourself in comparison to how others see you? Do you have any blind spots that need correcting? Completing this next section, should be done rather quickly – your first thoughts are often the most accurate. Don't overthink this.

1. Conduct a personal inventory of skills, accomplishments, strengths/weaknesses, list examples of five strengths & five weaknesses here. Ideally some of your strengths may come from your previous inventory exercise.

Strengths	Weaknesses

2. How do others perceive you? A good approach would be to write your perspective but check it by asking a few people for their feedback. Be open, don't be defensive, and thank them for their constructive feedback. When you compare your notes with your feedback notes it could be reinforcing or it could reveal blind spots. Be ready for what you will learn. Study yourself and you will continually learn how to improve.

How am I perceived?

Tip: How well are you projecting your purpose? Here we want to draw your attention to the impression you make; your confidence, composure and presence. Are you using body language to your advantage? [Amy Cuddy's TED Talk](#), which was the basis for her book *Presence*, is a great

introduction to raise your awareness to your external image. Make a habit to monitor your body language and deploy some of Amy’s recommendations for confidence building, such as using power poses.

Tip: A general suggestion for improving the impression you make is to spend time on all forms of communications skills: writing, listening and speaking. Be mindful of proper grammar and work on improving your presentation skills and practice active listening. The impression you make will immediately improve with timeliness, consistency, quality and clarity.

- Now, let’s spend a little time identifying gaps in your current skills or demonstrated accomplishments and use these to find the next best opportunities for your growth. List a few thoughts here. Again, don’t over think this section.

What should I learn or do to help me live my purpose?

Write Your Goals

Before finishing the *Identify* section of personal brand development you should crystalize your goals and define your actions for accomplishing them. Writing goals greatly enhances your chances of accomplishing your purpose. The act of thinking specifically about when, where and how you’re going to do something greatly increases your effectiveness. Remember to use the tried and true S.M.A.R.T. method - *Specific, Measureable, Achievable, Realistic and Time bound*. [Refer to our Women in STEM blog post for some additional ideas.](#) If offline, see www.EmersonExchange365.com

S.M.A.R.T. Goals	Milestones	Time frame

S.M.A.R.T. Goals	Milestones	Time frame

Build

Build: Develop Your Story

In this section, we prepare you to tell your story. Your story needs to be differentiated in ways that are true to you while meaningful to those you wish to attract. It requires identifying *evidence* that supports your purpose and story. What proofs do you have that do that? Maybe you need a few more?

Developing proofs and then learning to present them well are the keys to gaining recognition for your strengths. Your proofs should bring your skills and interests to life, demonstrate your credibility and attract attention from your target audience. The elements of this section include documenting your skills inventory, updating your professional bio, and mastering storytelling.

Develop Your Skills Inventory

Step on is to build a body of evidence to support your purpose. Draw attention to the value people will receive when they choose to work with you. Ultimately, we're looking for both quality and quantity of proofs. Here are a few exercises to help you identify and document your proofs:

1. Identify your target audience. Get connected and involved with relevant organizations; identify subject matter experts and thought leaders you identify with. What skills, attributes and passion do you share? This will help you understand what proofs will differentiate you and what will be relevant to your target audience.
2. Inventory your past accomplishments. If you haven't kept good info about your past or if you don't remember the outcomes, track down the end results, problems solved, and successful outcomes and then document your stories. Focus on the most recent examples.
3. Quantify your results – what's the ROI people can expect from working with you. What value do you bring? Align your words and your actions to show consistency.

Example: Applied advanced controls to an LNG plant increasing production by nearly 3% with a payback of a few months.

Example: Identified and connected with new customers using social media and developed relationships that led to two new revenue opportunities.

Tip: Evidence is compelling when it's understandable (no jargon), and makes a point. Your evidence should be new, credible, and pertinent to your audience and when it makes a point – when documenting your proofs be sure to answer the “So What?” question.

Tip: Once you've caught up and built your portfolio don't fall behind in this area in the future. Keep a journal of ideas and accomplishments to be able to easily access and share with others when it's time to refresh and nurture your brand story.

Master Storytelling

Storytelling is an essential driver of change. Storytelling helps us to stand out, spread messages and make changes. Good storytelling makes us think and feel; it can inspire and motivate. Stories can be written, oral or visual - use a combination of elements to ensure its compelling and/or help convey your purpose. Your stories should be consistent with your image. Stories make ideas stick.

Let's start with simple stories. Social media is an easy place to ensure you're telling your story the way you want to tell it; it can help you create a personal connection to your audience. Social media is also the most efficient and visible way to share your interests, activities and professional accomplishments. Be sure your posts are consistent with your brand because social media exposure is both instant and lasting. Like any other good thing, use social media in moderation – avoid oversaturating your audience.

Another important social media reminder? It's not all about you. Just as networking is a two-way street, so is social media. It's important that you provide your digital connections, who will become your network, with valuable information – not just content that serves your own interests. Follow the **5-3-2 rule** –which represents the ratio of types of content we recommend posting across your social networks. Share five (5) pieces of professional content (written by thought leaders, connections, etc.) for every three (3) posts that represent you and your business interests (written by you or your colleagues) and two (2) posts about your personal activities and interests. (Use good judgement; together with your personal posts, these make up your personal brand.)



Next, for the in-person opportunities to tell your story, our tip for you is to take your proofs and literally draft a few stories that you then rehearse and have ready to share. When the opportunity to tell your story presents itself, we want you to seize it. Sometimes the opportunities will be planned and sometimes it will be spontaneous. Be ready for either and both. Good presentations come from planning and practice.

We're all familiar with delivering a business case presentation and we know they can be a bit dry. The art of storytelling blends subjective elements as a compliment. So when scripting out your stories, be sure to show your style in terms of energy, tone, timing, humor, and personal information. Your ability to capture attention and influence the audience to take action is directly related to what people know (or believe) about who you are.

Tip: Be ready with a killer 30 second elevator pitch. *"So what do you do?"* The foundation of your elevator pitch is your skills, what you do well. From there you should include your greatest strengths or best compliment. Next let people know how they can help you by sharing what you would like to do. And put it all together by adding a bit of your why, your motivation.

Creating Your Elevator Pitch

Whether you're creating, finding or sharing information, you need to convince people to take your advice. We want you to be memorable and appealing. Comfortably, confidentially and consistently telling your story is the goal.

Tip: For examples of storytelling and more professional learning resources like this one, check out the [Women in STEM Blog](#) and join the group in the Emerson Exchange 365 community.

Update Your Professional Bio

In today's connection economy, it's crucial to manage your digital brand. Create, polish and regularly update your bio. Document your experiences, showcase your interests, and highlight the causes you care about. Your bio should include a bit of your personality, not just be a list of titles and degrees. Ensure your profile title and summary statement is unique, relevant and findable. It's important to describe your talents in a compelling way. There are many places where your professional bio may exist, but we're going to focus on an essential professional tool, LinkedIn, and walk through building or polishing your profile.

1. Always have a current, professional photo. Use the same photo on all profiles especially if you have a common name.
2. Use the same name and a consistent bio (in LinkedIn this is the Summary section) across digital platforms, e.g., LinkedIn, professional associations, alumni databases. Have a few versions of your bio in different lengths (eg: 2 paragraphs and two lines). Always use a tailored (opportunity specific) bio where applicable.

3. Use plenty of keywords (not buzzwords) in your profile to get noticed faster. Keywords will help with search engine optimization and with other software programs used to filter information. Put the right quality and quantity of keywords in your profile so you come up in search results.
4. Use numbers right up front. When discussing your experiences be sure to give folks your value proposition – the ROI of working with you. This quickly establishes credibility.
5. Round it out! Your bio should touch on your activities, interests and softer skills to let people get to know you.
6. Provide proof. Embed links to your portfolio items, Youtube videos of presentations or PDFs of articles you've written. Don't make it hard on people to find your material.

Tip: Humanize yourself– add your personal interests and passions to build rapport with your target audience. These personal touches highlight the unique perspectives and value you bring. Maintain an aura of professionalism but show that you are relatable and friendly, this equates to memorable. For example, I am also a golfer, Chicago Cubs fan and actively involved in animal rescue.

Examples of Digital Bios

Look at our Professional Development co-chair Rachelle McWright's bio on [Emerson Exchange 365](#). Rachelle has perfected the short bio containing key information, interests and a call to action.

Here is another example in a link to Jim Cahill's [LinkedIn profile](#). Jim is Emerson's chief blogger and knows a thing or two about personal brand promotion. Check out his LinkedIn summary, aka professional bio.

Market

Market: Tell Your Story

It's time to tell your story. In this section you'll ramp up your confidence and put your brand into action. Don't worry about criticism or a fear that you're not ready. Getting moving is more important than waiting for perfection. Your goal is to focus on your target audience – the ones who will truly appreciate what you have to offer. You've built and practiced your storytelling; it's time to put it into action. The following ideas will give you tools to promote both online and in-person forms of networking.

Promote Your Plan and Grow Your Digital Network

There are many clichés that come to mind about networking but one of the best ones is ***it's not what you know, it's who knows what you know***. To showcase your expertise and become an in-demand subject matter expert will take several steps. We recommend building a strategy and calendar for managing your activities. Achieving top of mind identification with your interests and skills is achievable now – don't wait until someone tells you you're ready.

1. Start small. For instance, don't assume your boss knows exactly what you do – actively promote your accomplishments and experiences whenever you can.
2. Seek recommendations for your work in LinkedIn. It's very impactful when others are promoting your successes for you. Retweets and shares of your social media posts can also help you accomplish this.
3. Write a blog post for your target audience; consider the Women in STEM blog at <http://emersonexchange365.com/solveandsupport/womeninstem>. Discuss topics that will resonate with them and express what you want them to know. To grow credibility, provide quantified results and qualified testimonials. Ideas for a blog post could range from aggregating and sharing information, to interviewing experts, or to creating original content.
4. Share timely, targeted information from others in EE365, LinkedIn and Twitter – it lets people know you're aware and in touch with current events.
5. Share your knowledge and build recognition for your expertise by providing training to your audience.
6. Capture and follow up on leads. Consistency and reliability of communication is key – don't run hot and cold on your enthusiasm level. Don't overextend yourself.
7. A good way to start raising awareness for yourself is by creating mini-themes of activity. This provides focused communication of your capabilities. Your themes should have goals, activities and a schedule. Planning this out will reduce stress and improve your chances for success. Map out a plan for this year.

Timeframe	Goal / Theme	Activity (1) & Frequency	Activity (2) & Frequency
Month (1) Example:	Raise awareness for resources available to build skills in <i>your area of interest</i>	Social Media – share one post (per week)	Post one photo or story of you demonstrating one of the skills (this month)

If social media influence is high on your goals, track your number of followers or retweets. If you'd like to become more involved in social media and would like to learn how to analyze your performance contact Rachelle.McWright@Emerson.com (S.M.A.R.T. goals)

Grow Your Network

Here's a key statistic; as many as eight out of 10 people find their next career opportunity from their network. A strong brand image will do some of the work for you but that alone is not enough. Networking is about sharing information and building trust and rapport; this is the foundation of meaningful personal connections. The premise is that people do business with people they know and like. So get out there and network. Don't shortcut this. It's just as important to spend time building this aspect of your brand.

Tips:

- Successful people invest 30 minutes per day nurturing positive relationships.
- Surround yourself with positive, success-oriented people.
- If networking is stressful or just not appealing to you, focus on quality instead of quantity.
- The follow-up is equally as important as making new connections.

- Make small connections – if you see something that reminds you of a colleague, drop them a note with the link or picture.
- Do one proactive favor per week.
- Plan small breaks during your day to visit with people who give you energy. Pick up the phone or visit in person.
- Arrange a brief meeting – take a colleague to lunch, coffee break, or a happy hour. Build a personal connection, not just a professional one.
- Be considerate at all times; don't burn bridges

Improve Your Influence

This section is a bonus idea. You have your ideas, you've built your credibility, and your message is ready. You've practiced. Everything is in motion but there is even more you can do to improve your odds of success. Here are some tips to improve your success with self-promotion. This section focuses on the idea that 'It is harder to get a good idea *accepted* than to get a good idea.' The tool we're recommending here is advocacy. Author and college professor John Daly said, "Advocacy is the art of persuading people who matter to care about your issue. It is about getting listened to, being at the table when decisions are made, being heard by people who make decisions."

Tips:

- The first tip we have for you in this section is to take an hour to watch this YouTube video. It's a former keynote speaker at Emerson Exchange talking about personal advocacy. Professor Daly is entertaining and has a few great tips for seizing opportunities you'd like to have. <https://www.youtube.com/watch?v=RSdBZ1b7bOs&feature=youtu.be>
- Successful advocacy is almost always a campaign. Persuasion takes effort over time. Don't get frustrated – work your plan and create a realistic timeframe. Think broadly and identify multiple ways to accomplish your goals.
- Communicate clearly – help your audience not only understand but also remember your ideas. Remembering ideas can be aided by using memorable stories, forging connections to your audience's personal experiences, using repetition of words and sounds and making visual aids.
- Build credibility and affinity – your reputation is crucial to inspiring confidence.
- Create partnerships – this is the force multiplier idea. Your brand and your relationships keep working even without your presence.
- Pre-sell your ideas by using the informal process of laying the foundation for some proposed change by talking with people involved, gathering support and feedback.
- Always deliver more than others expect

Congratulations to you. At this point in the workbook you have identified your purpose, planned how to tell your story and put your plan into action. You could stop here – but that might imply that this is the end of the journey. – It's not.

Nurture

Nurture: Keep Your Story Fresh

It's an understatement to say that your brand is constantly evolving. You have the opportunity to transform beyond your current persona and become a better, bolder version of yourself. We'd like to encourage you to push past your comfort zone and be an even better you. Become a lifelong learner; stay informed and inspired. Be resilient, passionate, respectful, and committed. In this final section of our workbook we want you to keep moving forward. We encourage you to stay motivated, dig deeper into your skills set and to especially monitor yourself to determine if you need to make a change. Here are our last ideas to share for your personal brand.

Stay Motivated

We're going to briefly talk about keeping energized and avoiding discouragement. This is the section on being kind to yourself and not giving up. We remind you of all the activities and ideas we've shared to this point require a strong dose of change management skills. It takes time and energy to make the changes, create new behaviors and see results. Here is our workbook pep talk.

1. Believe in yourself. Believe in the value of promoting yourself. Set your mind to making a habit of using the activities we've shared in this workbook.
2. Push yourself outside your comfort zone. Doing a little bit more often gives you an opportunity to practice and adjust your plan to suite your needs.
3. Surround yourself with supportive people. In our "[Setting and Achieving Personal Goals](#)" discussion on www.emersonexchange365.com we reminded you to look for supporters to help you with motivation.
4. Another tip from our goals post is to use milestone goals and dates to avoid feeling overwhelmed and look for realistic results.
5. If results are slow coming, take an unbiased look at what's not working. Make a change in the areas that need improvement. Einstein said "*Insanity is same doing thing over and over and expecting different results*".
6. Don't negatively compare yourself to others. Focus on your progress and accomplishments; focus on getting better, rather than being good.
7. You be the judge of your work – tap into your authentic purpose and aim to satisfy yourself. But keep in mind, the idea is to be your best self; be sincere and genuine. Do not be insensitive, or blurt out every thought and feeling you have. Be sure to use your EQ and IQ with all the ideas we share with you.
8. Don't fear failure. The most successful person has failed more times than an unsuccessful person has attempted. Summons the confidence to keep moving forward.

Build a New or Super Skill

Self-improvement is necessary to get/stay ahead of the crowd. In life, as in business, nothing stands still. While success does require commitment, your ideas should not become stagnant. Constant refreshing and evolving is necessary to stay relevant. And having a growth mindset gives you the fuel to dive into new areas. A growth mindset helps you believe that basic abilities can be developed and it gives you resilience to keep going. We urge you to keep building your portfolio of skills and strengths. Here are some tips on how to learn something new and relevant to your purpose.

1. Mastering a new skill can be helped by researching the best authorities on a topic. Observe their opinions on the subject and try to understand their perspective. This should help you identify areas you may need to learn about or challenge you to think differently.
2. Find small projects that can be completed in six months. Something gained in this timeframe can have significant, meaningful value for your portfolio while not taking too much time.
3. Get help right from the start –take a class, attend a workshop, read a book, watch a video, and ask for feedback
4. Set S.M.A.R.T. goals. - Start small and break down the goal into parts. Track your progress, and be patient and realistic.
5. Put your new skill to the test - challenge yourself to teach others. Teaching will help you build confidence, hone storytelling skills, deepen your knowledge, build your reputation, and learn from your audience. Set a date for when you will achieve this level of proficiency.

Revise as Necessary

Achieving success and recognition is hard work. It will take focused commitment to try, fail, keep trying, and eventually succeed. However, there may be reasons that it's time to relook at your purpose and goals. You may determine its time for a change in direction. This can be exciting and scary at the same time. But with the tools mentioned throughout this workbook you should be able to go back to [Finding Your Purpose](#) and build your new plan.

The first question to consider if it's time for a change is to ask if you really and deliberately chose this path in the first place– or did it sort of happen. If you're no longer feeling connected to your purpose, don't force a fit. Look for change. The second reason you may want to relook at your purpose is if something has changed in your life that has sparked a new interest. Has something opened your eyes to new possibilities? Another possibility (in an unlimited list of possibilities) is that you have become disinterested or bored with your path. Maybe it no longer holds your attention or fills you with satisfaction. Whatever your reason, sometimes it's just time to revise your plan.

The Big Call to Action

So that's it, the end of our workbook. We hope you have found many interesting and valuable ideas throughout. It's your turn to seize this opportunity to improve your personal brand. The opportunity to be known for our purpose exists for all of us. As we wrap up our personal branding workbook, we'll leave with even more motivation to best the best possible version of yourself. Here is our final list of habits of highly "lucky" people as identified by Psychology Today. The subtitle is "why optimism and flexibility are vital to success in anything."

Tips:

- Be mindful
- Be proactive
- Be opportunistic
- Be insightful
- Be optimistic
- Think outside the box
- Be resilient

Please take our easy to share collection of ideas. Use the ones that work for you. Harness your purpose and drive your passion.

Best wishes!

This workbook was developed by the Women in STEM – Professional Development Committee.

- Debi Prickette, Rachelle McWright, Nikki Bishop and Advisor Dave Moffatt.



References & Sources

Many sources were used in aggregating the ideas in this workbook, including:

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- FORTUNE magazine
- Inc. magazine
- www.Addicted2Success.com
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- Dorie Clark – *Stand Out*
- Simon Sinek – *Start with Why*; www.startwithwhy.com
- Amy Cuddy – *Presence*
- Carol Dweck – *Mindset*; <http://mindsetonline.com/>
- Seth Godin – What to do when it's your turn; www.sethgodin.com
- Katty Kay & Claire Shipman – *The Confidence Code*; <http://theconfidencecode.com>
- Jenny Blake – Pivot, the only move that matters is your next one
- Catherine Kaputa – *Women who Brand*; <http://selfbrand.com/>
- John A. Daly – *Advocacy*
- Emmelie de la Cruz – *Make Yourself Marketable*
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- Tom Rath - *StrengthFinders 2.0*
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Notes

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