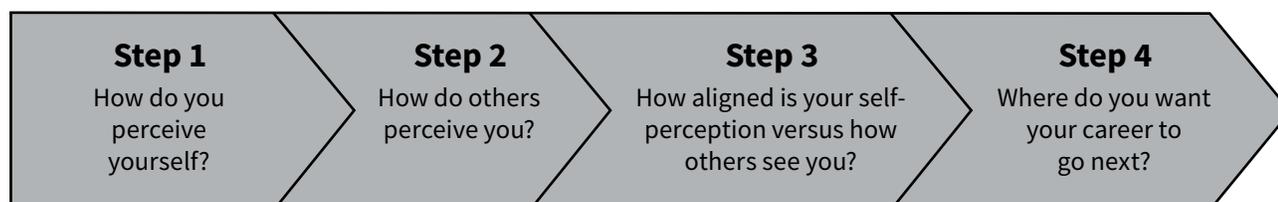


Authentic Personal Brand Audit

Your authentic brand is aligned with three elements:

1. Your core character strengths – the qualities that you demonstrate
2. Your skill-strengths and competencies – the things you’re good at and enjoy
3. What differentiates you and allows you to add value in a unique way

To help you gain clarity on your current brand and the brand you want to create in the future, I invite you to conduct the Authentic Personal Brand Audit.



Step 1. How do you perceive yourself?

1. Write down your top six strengths.

These can be a combination of positive attributes (for example, integrity, reliability, resourcefulness, creativity, courage, warmth) or skill-based strengths (for example, competencies like leadership, critical thinking, sales, strategic management, project delivery).

| | |
|------------------------------|----------|
| My top six strengths: | |
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

2. What makes you stand out?

Do you have a really strong track record of performance? A unique professional background? Do you have other skills learned from other industries, or things you do outside of work? Do you have any unusual training, or have you received recognition?

What makes me stand out:

Step 2. How do others perceive you?

I invite you to then ask three-to-five trusted professional associates who know you well to give you their insights about the same above questions that you just asked yourself.

Ask them:

1. **“What would you say are my top strengths and when have I demonstrated them?”**
2. **“What are some ways that I stand out?”**

Capture their responses here:

Step 3: How aligned is your self-perception versus how others see you?

These two questions will help give you a snapshot of where you are in terms of your brand, and opportunities for how to shape it in the future.

1. **Did your self-audit and how others see you align well?**
2. **Were there any similarities or patterns? Or were there obvious gaps? *If very different, you may have some blind spots.***

Step 4. Where do you want your career to go next?

Fast forward five years into the future and ask:

1. What do I want to be doing, professionally? Where do I aspire to be?

2. What brand do I need to create today to help me step closer to that reality?

You can capture additional notes and insights in the LinkedIn Learning Notebook or a journal. This process helps you become laser focused on what's most important, now and in the future.