

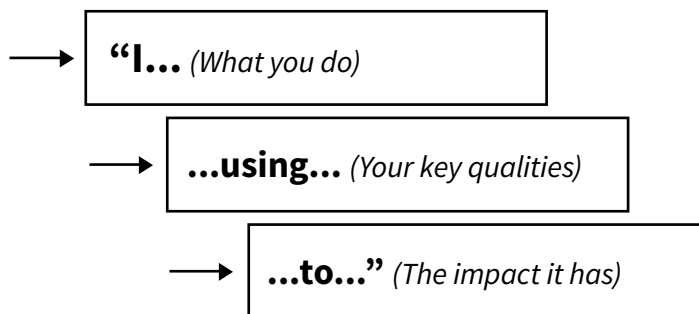
## Your Unforgettable Brand Statement

There are often countless on-the-spot opportunities to shape how you're perceived by others, but most people miss them. It could be a new coworker asking how long you've worked at the company, or a new stakeholder asking about your background, or even during an internal interview.

Having a 10-to-15-second brand statement up your sleeve can turn these questions into opportunities to highlight your skills, values, and experience in an unforgettable way.

### The Three-Part Template

Use this simple template as an easy way to succinctly capture what you do and the impact you want to have:



For example: “I [what you do in an engaging way] using [your key qualities] to [the impact it has or the outcome you hope to achieve].”

**Write your brands statement below:**

“I \_\_\_\_\_

\_\_\_\_\_

using \_\_\_\_\_

\_\_\_\_\_

to \_\_\_\_\_

\_\_\_\_\_”