

RESOURCE 2

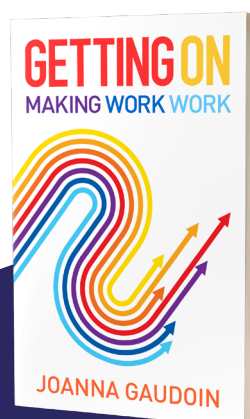
You can't help but impact others

Personal brand
reflection sheet



available at
amazon

and other book retailers



This resource accompanies
Chapter 1 of ***Getting On:
Making work work***



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Personal brand reflection sheet

Use the questions below to help you consider your Personal Brand.

Ideally the outcome of this work would be to have three words that you would like others to attribute to you that aren't related to your technical skills.

In addition to the book, these resources may help you:

Personal brand – is it an outdated idea?

<https://insideoutimage.co.uk/articles/personal-brand-is-it-an-outdated-idea>

Defining your Personal Brand – how to get started

<https://insideoutimage.co.uk/articles/defining-your-personal-brand>

Personal Brand Reflection questions:

1. What are the skills (non-technical focused) that I am best at and enjoy?
2. What words would I like others to say about me and how I interact with them?
3. Consider asking some trusted work colleagues or contacts about the words they associate with you. It may help to ask which words they think of when they think of you. Make sure you note them all and reflect on them.
4. What are the potential words that could be considered in the final list of three to define your personal brand?

NEXT STEP:

Download Resource 3 which accompanies
Chapter 2: What you wear matters



[Download \(PDF\)](#)



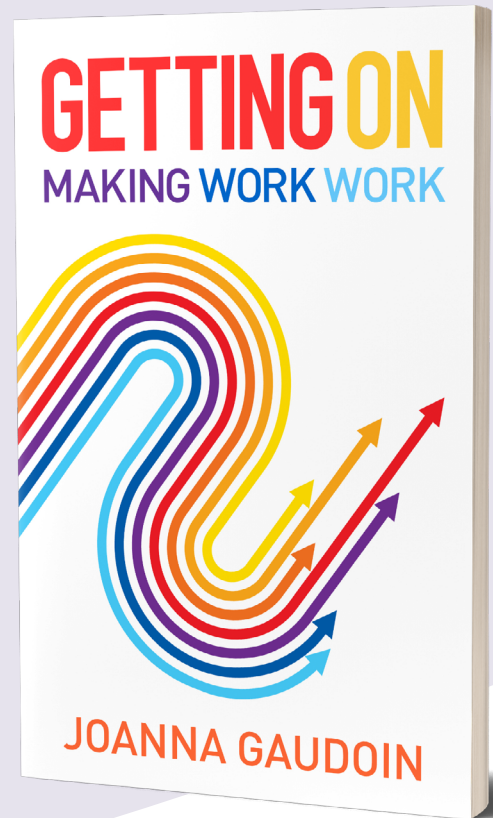
Why I wrote this book

Every day, I work with people to help them navigate the workplace challenges they face, be the best they can be at work and fulfil their career potential – so that work works for them. This book uses that experience to help you take your own steps towards career success.

“We know that excelling on the job, doesn’t mean that a successful career will follow – but we don’t always understand why. In Getting On: Making work work, Joanna reminds us to be rigorous in our self-analysis and hone the skills we need to rev our career engine. It’s pragmatic, thought provoking and encourages self-reflection with valuable insights for everyone, no matter what stage your career.”

Unette Spencer,

Chief of Staff to Executive Vice Chair, Mastercard



About the Author



Joanna has spent more than 10 years working with individuals to help them understand how to blend their technical know-how with ‘softer’ skills to realise career success – either in their existing role, or when looking for new opportunities. Joanna also runs group sessions for organisations and is a regular speaker at events.

To find out more about Joanna and her work:

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www.gettingonatwork.co.uk

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