

Bozeman Health

Career Blueprint



Personal Brand



Bozeman Health

Center for Education + Development



Personal Brand

Review the corresponding modules for this topic on the Bozeman On Demand Career Portal prior to completing this section.

Your Personal Brand

Your personal brand is your **reputation**. It conveys your **identity** and **distinctiveness** as an employee, leader, and contributor.

It is what you want to be known for.

Building your brand in 3 easy steps



DEFINE



DEVELOP A BRAND
STATEMENT



DELIVER



Define your Brand

The next sections will walk you through defining your brand.

Brand Attributes

Can be a mix of your values, strengths, personality traits. The table below shows examples of these elements.

Step 1 - Circle any of these that apply to you and feel free to add others you don't see here.

Strengths	Values	Personality Traits
Team-building	Helping others	Strategic
Leading others	Being of service	Visionary
Communicating	Friendship	Results-oriented
Inspiring others	Giving back	Analytical
Mentoring	Honesty	Confident
Managing Conflict	Transparency	Competent
Managing Change	Adaptability	Expert
Strategic Vision	Reliability	Collaborative
Tactical Planning	Accountability	Positive
Leading Innovation	Responsibility	Creative
Decision-making	Integrity	Energetic
Creative approaches	Leadership	Passionate
Problem-solving	Vision	Flexible
Driving for results	Education	Inspirational
Performance management	Family	Thoughtful
Project Management	Health	Inquisitive
Financial management	Passion	Compassionate
People Management	Innovation	Patient
Operational Management	Quality	Driven
Data and analytics	Diversity	Focused
Technical expertise	Trust	Personable
Medical expertise	Courage	Friendly
HR expertise	Respect	People-Oriented
Training and Development expertise	Determination	Data-Oriented



Step 2 – select the top 8 from those your circled

1	
2	
3	
4	
5	
6	
7	
8	

Step 3 - Combine into 4 sets of pairs

- Balance with your natural qualities and with those you can leverage best for your success

PAIR 1	
PAIR 2	
PAIR 3	
PAIR 4	



Develop your Brand Statement

The next sections will walk you through defining your brand.

Draft your statement – consider the following formula.

I want to be known for being _____ (use the combination of descriptors that you defined above)

so that I can deliver _____ (what is it that you deliver for your clients/for those you serve?)

Action	Responses
I want to be known for being	
so that I can deliver	



Brand Statement Example ...

I want to be known for being **innovative, strategic, and collaborative** so that I can deliver **impactful professional development solutions for my clients.**



Check your Brand

Check against these 3 questions to see if you need to refine it.

Is this the brand identity that best represents who I am and what I do?

Is this brand identity something that creates value in the eyes of my organization and key stakeholders?

What risks (if any) am I taking by exhibiting this brand? Am I ready to adopt it?



Deliver your Brand

Select 1-2 tactics that you will use to deliver your brand daily. How will you hold yourself accountable for each?

Tactics for delivering brand



Focus Daily	
Pick up Opportunities	
Be Intentional	
Work hard	
Make the right decisions	
Manage my communication	
Keep my word	
Be proactive	
Sharpen my narrative	
Others:	

I will hold myself accountable by...