**Personal Brand Worksheet**

Your brand is what comes to mind when people think about you; it is how you are "known" to others. It is what makes you great and unique; ultimately what makes you, you. If someone walks into a room and says your name, what will people say? More importantly, what do you want to be known for and what do you want your personal brand to be? You have full control over your brand and can shape your future accordingly.

**THREE THINGS THAT MAKE ME UNIQUE:**

1.

2.

3.

**THREE THINGS OTHERS COME TO ME FOR ADVICE ON:**

1.

2.

3.

**THREE OF MY MOST IMPORTANT VALUES:**

1.

2.

3.

**THREE ADJECTIVES THAT DESCRIBE ME/THINGS I WANT TO BE KNOWN FOR:**

1.

2.

3.

**THREE THINGS THAT EXPLAIN THE HOW BEHIND MY ABILITY TO MAKE AN IMPACT:**

1.

2.

3.

**MY SUPERPOWER MANTRA:**

**Examples**

**SR. RECRUITER | STAFFING MANAGER | TALENT ACQUISITION EXPERT**

Attracting, hunting, and closing on top talent in a technology-centric world

I am incredibly passionate about matchmaking dynamic employees to exciting technology companies, creative in finding new resources to identify and network for passive candidates, and always utilize the latest technologies in recruiting.

I attribute my success to three of my core beliefs: (1) The candidate experience is paramount; (2) Organization, responsiveness, and a sense of urgency are daily necessities; (3) Never settle for "OK". A former supervisor lovingly referred to me as her "pit bull wrapped in cherry pie" and "the human cannonball", because I never allow obstacles to slow down my performance. I deliver results, not excuses.

**ACCOU NT I NG MANAGE R | SR. FI NANCI AL ANAL YST**

Bridging the gap between financial and operational performance through insights and communication

As a senior finance and accounting professional, I use my advanced technical skills to create dashboards and reporting metrics that provide needed insights to drive confident business decisions. Known for my attention to detail, I quickly identify, communicate, and resolve business issues to save my company time and money.

I attribute my success to three of my core beliefs: (1) Internal financial transparency leads to better operational performance companywide; (2) Communication should be clear, direct, and objective; (3) Proactive identification and resolution of issues is paramount. My colleagues and executive partners appreciate my straightforward nature and focus on analytical insights to drive business results beyond the finances.

**SR. HELPDESK MANAGER | TECHNICAL SUPPORT DIRECTOR**

Leading teams that deliver world-class technical support services for global B2B brands

I use motivational mentorship and dedication to customer satisfaction to drive teams of up to 300 onsite and offshore technical support staff to achieve record-breaking successes. I've received many awards during my time in Google, Facebook, and VMware.

Known for significantly high employee retention, I am able to avoid 'brain drains' and costly turnover from affecting the end customer. From turning around underperforming support teams, to building them from the ground-up, I have a talent for growing remarkable teams by providing unique training, mentoring, and goal setting.

I believe that support and service has the ability to drive profitability and build strong brands. If you're looking to enhance your customer service and technical support groups, please feel free to reach out to me.