

MODULE

03

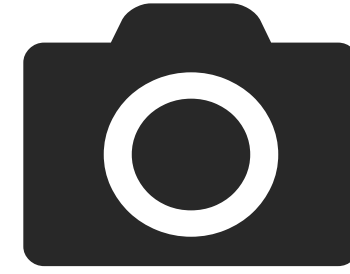
Discovery

# Discovering Your Brand

Lesson 2

# What Do Others Think About “Your” Brand





# *What is Your Current Reality?*

## WHAT YOU WILL DISCOVER

- ▶ Why it is important to understand how **your brand speaks today**
- ▶ How to **ask for feedback** about your personal brand AND how to interpret it
- ▶ How to use this process **strategically** to build your brand

# *Assignment from Lesson One*

## MAKING IT REAL

Did you complete the questions about what you believe your CORE brand is today?



*Pause  
from  
busyness  
of life -  
Invest in  
YOU*

Your belief about yourself

+

the perception of others =



# *Discovering Current Reality*



- ▶ Keep an open mind about this process – **it can be insightful**
- ▶ Often times **others see us in a better light** than we see ourselves
- ▶ Without a **good understanding of the signals** we are currently sending, we . . .





*miss an opportunity*



*Even a compass won't help if we are truly clueless*

No 1

*Perception is Reality*

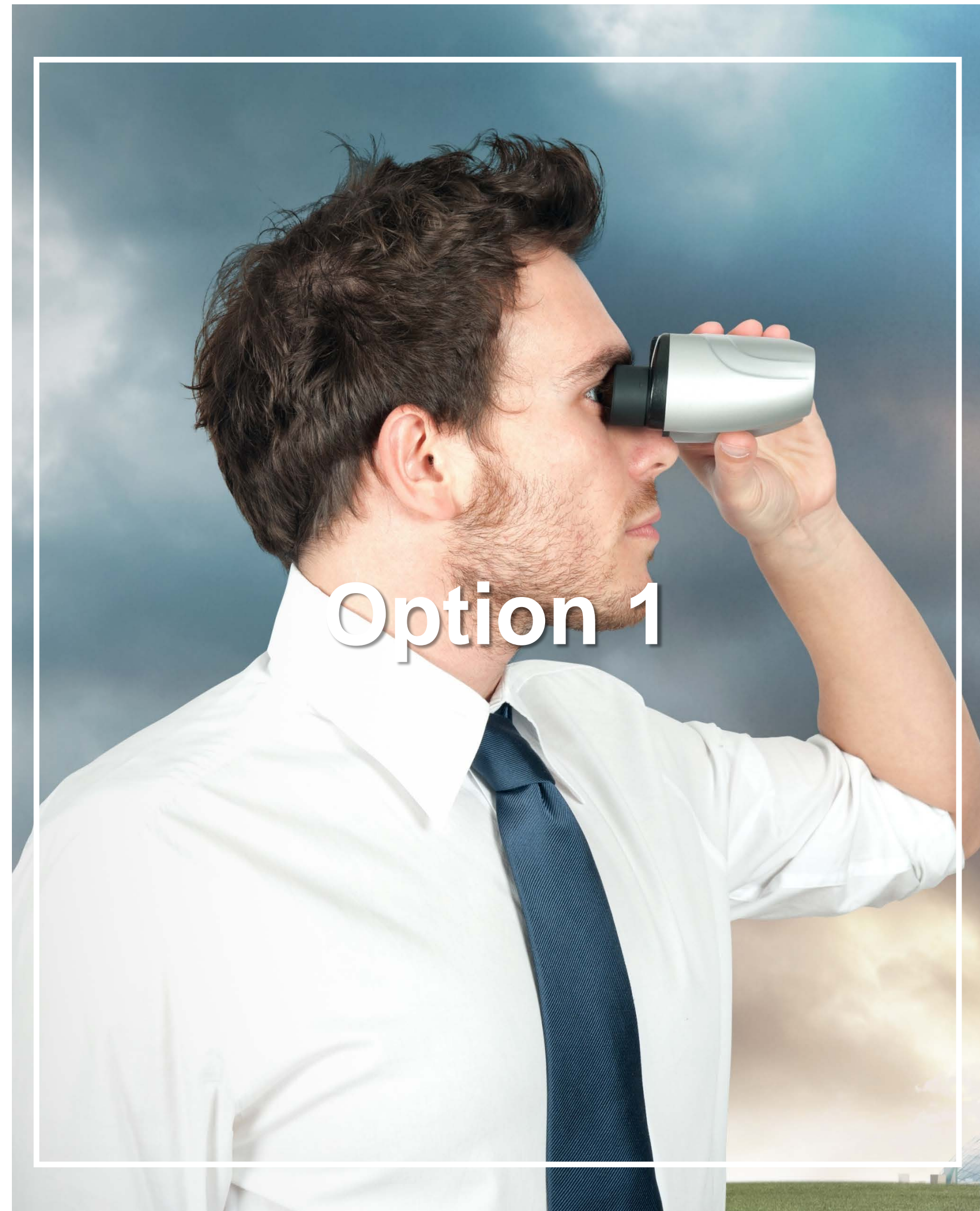


- ▶ **Option 1** – Random Informal Conversation
- ▶ **Option 2** – Specifically ask ten to fifteen people in your professional world to describe you in 3 words/phrases
- ▶ **Option 3** – Conduct a 360 through an online survey



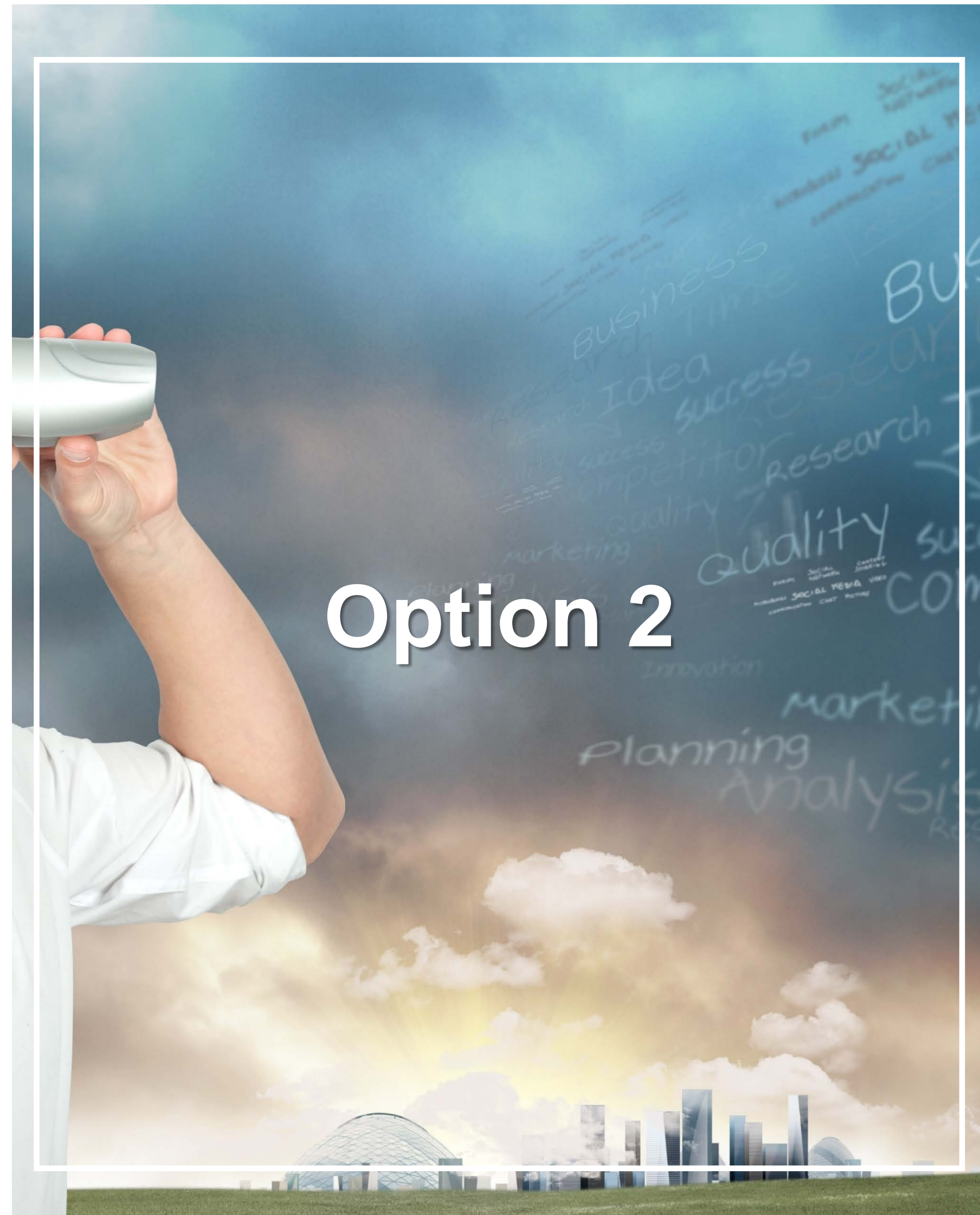
*“Don’t overcomplicate this step!”*

KIMBERLY FAITH



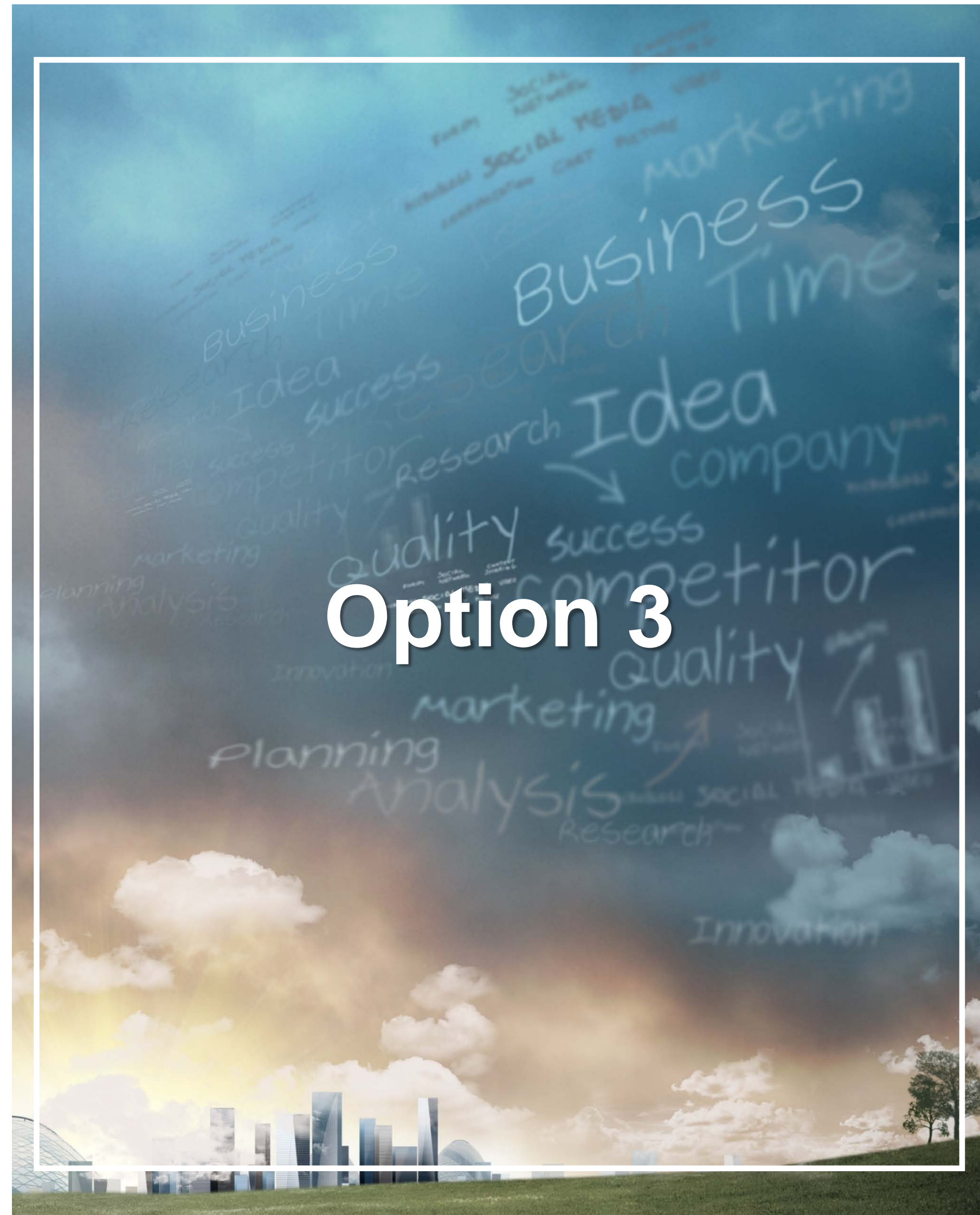
## Option 1

- ▶ Share you are taking a course about personal branding AND share why!
- ▶ Ask if they could give you feedback about what you do well and where have they seen **missed opportunities**
- ▶ Follow-up after conversation with email, **or handwritten note**, saying thank you



## Option 2

- ▶ Share you are taking a course about personal branding AND share why!
- ▶ Ask what are three words/phrases that come to mind when you hear my name? Listen closely. *Mentally note how long it took them to answer.*
- ▶ Say a quick thank you and make a note on calendar to follow up after you complete this course



## Option 3

- ▶ Set up a brief on-line survey – ideas for questions are in the bonus section.  
*\*One vs multiple survey option*
- ▶ Send survey to direct/indirect reports, peers, senior leaders, etc. with email explaining why you are asking for feedback.
- ▶ Make a note on your calendar to follow up after you complete this course thanking them for their insight.





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YOU WILL BE GLAD YOU ASKED

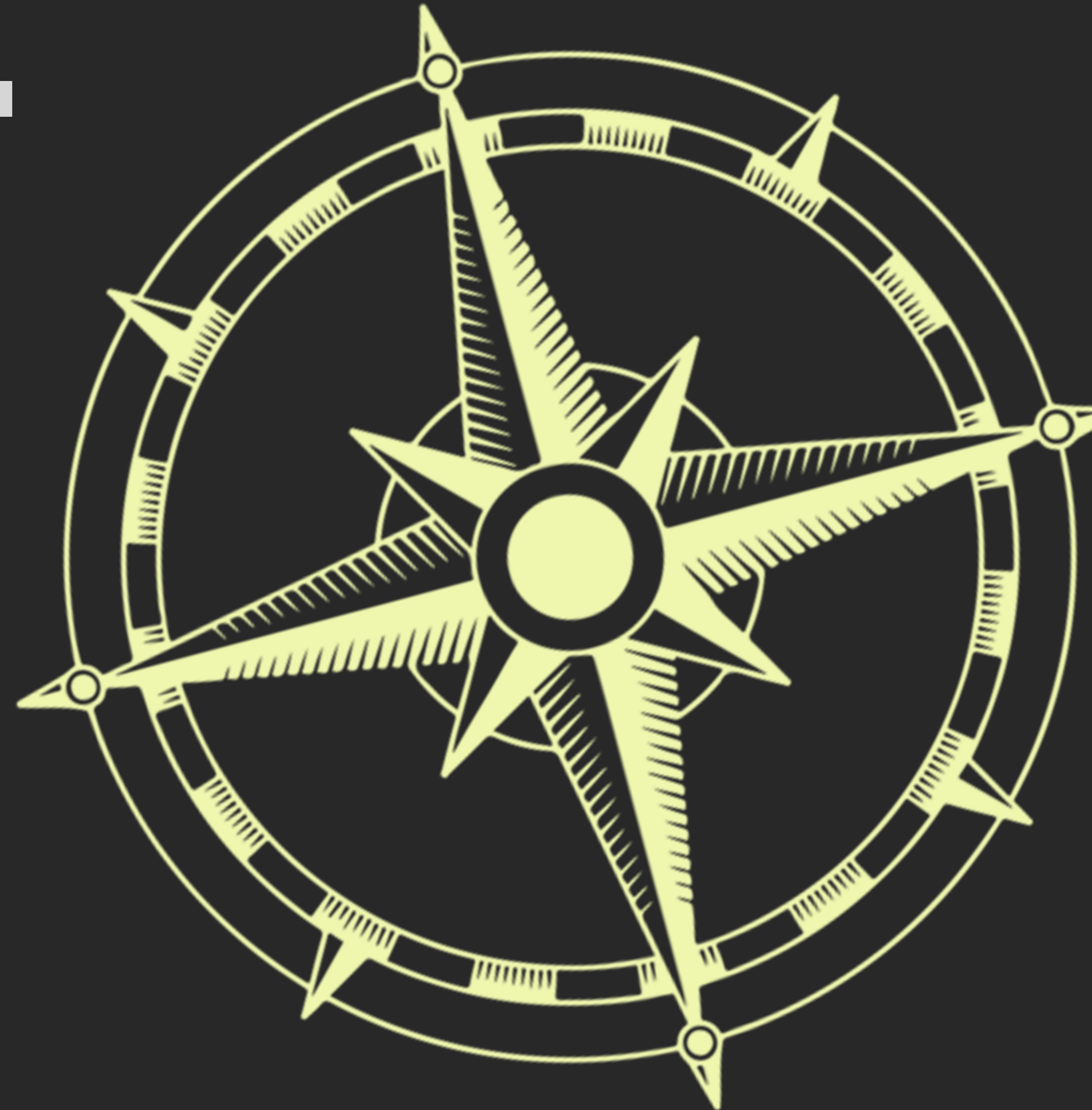
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*Current reality opens the door*



YOU WILL BUILD YOUR BRAND

*Just by asking*





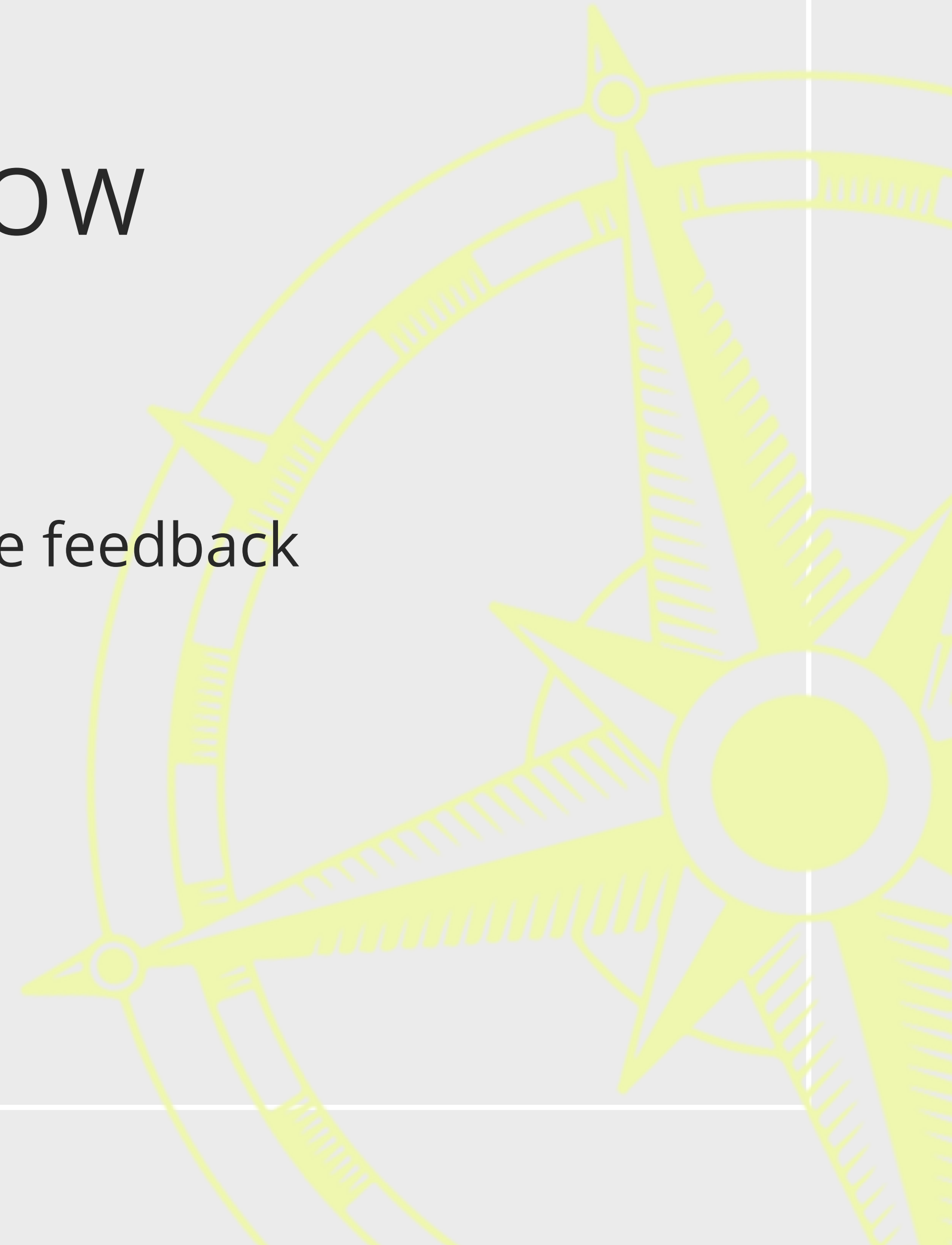
*Look for Patterns*

BE READY TO DISCARD OUTLIERS

CURRENT REALITY + CHOICE  
= FUTURE SUCCESS

# TAKE ACTION NOW

Commit to this journey of discovery – seek the feedback



*do the work*  
**MAKE IT REAL**

Download the tips to help you gather feedback and then DO IT!

Complete the assignment for Lesson 1 & 2

It is ok to wait and come back to Lesson 3  
if you need more time