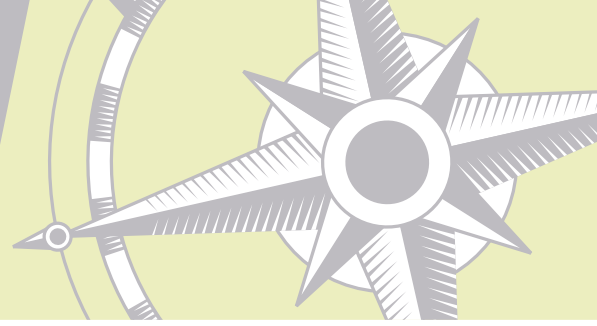


Personal Branding Compass™

BREAKTHRU BRANDING™



NOW, WHAT'S NEXT

- ⊕ Do I have a game plan for my next job opportunity?
- ⊕ Are there people I should start reaching out to now?
- ⊕ Have I thought about a strong opening and closing?
- ⊕ Do I know my "magic 11"? (M4,L4)

ESTABLISH

- ⊕ Am I new to this position?
- ⊕ Am I new to this company?
- ⊕ Is my appearance polished?
- ⊕ Is my CORE still relevant?
- ⊕ Do I have a strong intro?

04

01

03

02

WORK TO EXPAND

- ⊕ Am I ready for more visibility?
- ⊕ Have I volunteered for an assignment outside of my job?
- ⊕ Is it time to build relationships outside of my normal routine?

SHAPE & BUILD

- ⊕ Have I been in this position for a while?
- ⊕ Have I been with this company for a while?
- ⊕ How do I manage meetings?
- ⊕ Are my presentation skills improving each month?
- ⊕ Have I recorded myself on a call and listened to it?
- ⊕ Do I feel my interpersonal skills are strong?

»»» What stage are you in right now? «««