

# Your Personal Brand: Create the Vision

## Part 1 of a 3-Part Series

*As 2008 winds down, this an excellent time to answer some key questions: How far do you want to go in 2009? How far did you get in 2008? And what are the three big goals that will move your personal brand forward? Complete the exercises below to plan your work for 2009. We'll use the balance of the year to ponder your plan (in November) and to re-work your plan (in December), leaving you thoroughly primed to start 2009. NOTE: Some of the concepts in these exercises are drawn from "Your Best Year Ever" workbook, a comprehensive planning guide by Laura Berman Fortgang.*

*What is a simple phrase that embodies your big picture career goal? Write it here as a theme or personal mantra that you can use all through 2009. (Our themes in 2008 were "Top Producers" and "Raising the Bar," and we applied these everywhere to great advantage during the year.)*

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### **Acknowledge Your Wins in 2008—Make a list of 75-100 accomplishments.**

*It's difficult to make decisive plans when you haven't defined or given yourself credit for what you've already accomplished. Create a list of 75-100 things you're most proud of and what you have accomplished, both personally and professionally throughout the year, and celebrate them with a friend or colleague. Include Family, Career, Friends, Community Service, Finances.*

*Examples: Organized a family reunion, promoted to CEO, paved my driveway, enrolled my son into Harvard, took my wife to Italy for our 10th wedding anniversary, won the XXX account, hired a nanny, lost 20 pounds, hired a new assistant. Include some of the following:*

**Skills Developed:** \_\_\_\_\_

\_\_\_\_\_

**New Knowledge:** \_\_\_\_\_

\_\_\_\_\_

**Burdens Eliminated:** \_\_\_\_\_

\_\_\_\_\_

## My Top 3 BIGGEST WINS

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

## Set Your Goals for 2009—What are the TOP 3 things you want to accomplish?

*Goals are dreams with a deadline. This is a time to “set the bar” for 2009 in a way that truly inspires, encourages and empowers you into an exciting future. What do you really want (not NEED) to achieve for 2009? Look back at the theme you wrote above and have the goals be aligned. Put down in writing the specific, measurable and time-bound results you expect to produce and be held accountable for in 2009. Begin with:*

## Your Top 3 Career Goals for 2009

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

## Now you have a great start on 2009.

*By now you have a powerful personal theme/statement for 2009 and have identified three specific and measurable goals. Now, you can begin the challenging process of planning how you intend to achieve each goal.*

*For each goal, you need to identify key strategies and action plans for achievement. Also, for each action plan item, you need to identify the key resources (people, places, things, money) that will be required to support your achievement of each task.*

**Goal #1** \_\_\_\_\_

## Strategies/Action Plans:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

**PEOPLE**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**THINGS**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**PLACES**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**MONEY/BUDGET**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**Goal #2** \_\_\_\_\_

**Strategies/Action Plans:**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

**PEOPLE**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**THINGS**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**PLACES**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**MONEY/BUDGET**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**Goal #3** \_\_\_\_\_

**Strategies/Action Plans:**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

**PEOPLE**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**THINGS**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**PLACES**

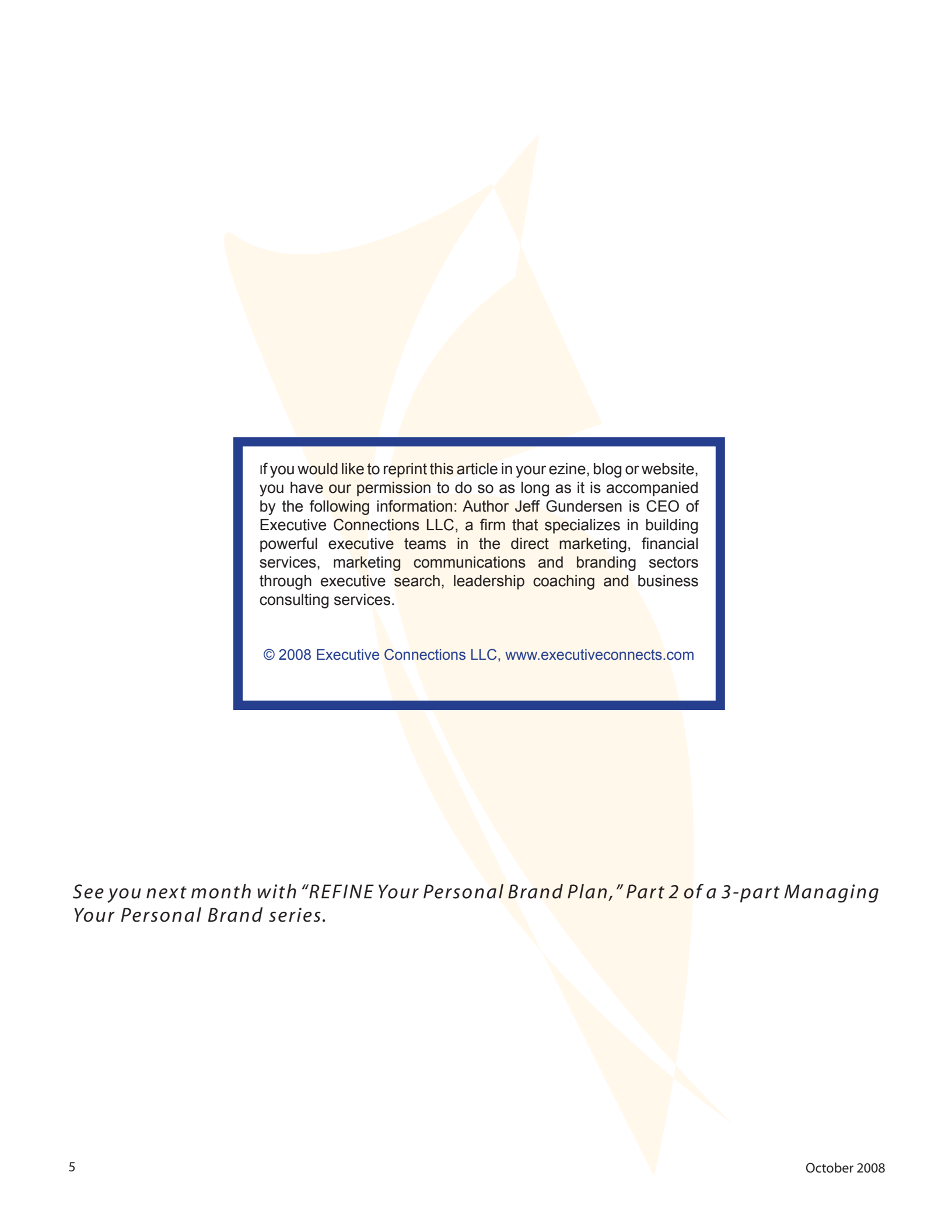
**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_

**MONEY/BUDGET**

**Have:** \_\_\_\_\_

**Need:** \_\_\_\_\_



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*See you next month with "REFINE Your Personal Brand Plan," Part 2 of a 3-part Managing Your Personal Brand series.*