

## Managing & Developing Your Personal Brand: Refine the Plan

### Part 2 of a 3-Part Series

**Did you complete the October Worksheet?**

The last three Executive Connections ezines of 2008 (October, November and December) are focusing on the process of reflecting on and planning for your personal brand development in 2009. We're including exercises in each ezine to help you navigate this process. THE GOAL is to create by the end of the year an actionable PERSONAL BRAND PLAN that you can begin working as soon as the new year begins, so that you can jumpstart the process.

Last month in [October](#), you drafted a personal brand plan for 2009 by creating a vision and theme, listing your accomplishments and creating a list of three (3) major goals for 2009.

This month you'll continue your look back at 2008, choosing to leave behind the pains and take forward the gains. You'll answer three key questions:

1. What (and whom) do you appreciate the most from 2008?
2. What do you regret the most about this last year?
3. What do you need to wrap up or complete in order to move ahead with your personal brand plan?

**NOTE:** Some of the concepts in these exercises are drawn from the "Your Best Year Ever" workbook, a comprehensive planning guide by [Laura Berman Fortgang](#).

### **Gratitude—People to Thank and Appreciate**

*Think about the people who have contributed to your life in a variety of ways. Some brought you friendship, companionship or love. Some helped you move your career forward with business lessons, and new opportunities for income and success. And others taught you life lessons and gave you opportunities to practice patience and forgiveness.*

*Make a list of all of the people you'd like to thank, along with a note about what personal success they brought to your life in 2008.*



## Regrets: We've Had a Few

*Disappointments, missed goals, regrets, guilt and animosity can hold you back in the coming year if you do not achieve completion with these issues and leave them in the past.*

*They become "baggage" that you'll carry with you into 2009, which will only be counter-productive to your happiness, productivity and success, and will manifest in other areas.*

*Reflect on the following areas and make plans to "clean your slate" for 2009.*

### Disappointments:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

*Were any of these disappointments a "blessing in disguise?" For example, you may have been hoping for a certain turn of events that never happened. But, perhaps, what DID happen was better than what you were hoping for in the first place, or perhaps led you to some important learning or a much-needed change of direction.*

*Make a note of any situations in which this was the case.*

---

---

---

---

### Missed Goals or Objectives:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

*Looking back, what could you have done differently?*

---

---

---

**Regrets:**

- 1 

---
- 2 

---
- 3 

---

*Are there any actions you need to take to complete or deal with these disappointments, missed goals or regrets? Write a concrete, specific action plan to address those issues now so that they are not carried over into 2009.*

---

---

---

---

---

*You might also have some feelings of regret, guilt or animosity about some of the business and personal relationships in your life. Perhaps they've been contentious and disturbing, and have distracted you from meeting your goals. Make a plan to clean it up or do what you need to do to put it to bed.*

---

---

---

---

---

---

---

## Redesign Your Relationship

**Which relationships do you need to redesign or move away from altogether?**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

*These can be difficult conversations. It's a good idea to plan ahead and perhaps talk it over with someone else beforehand or write that email and never send it.*

### **Action Plan:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Congratulations, this is part of the planning process that is usually overlooked. Instead of carrying forward the clutter of this year's losses, you can now let them go. Now you've cleared the way for next year's success.*

**Good work! Next month, we'll do the final modifications of your personal brand plan and organize some well-deserved down time to end the year.**

If you would like to reprint this article in your ezine, blog or website, you have our permission to do so as long as it is accompanied by the following information: Author Jeff Gundersen is CEO of Executive Connections LLC, a firm that specializes in building powerful executive teams in the direct marketing, financial services, marketing communications and branding sectors through executive search, leadership coaching and business consulting services.

© 2008 Executive Connections LLC, [www.executiveconnects.com](http://www.executiveconnects.com)