



Lorraine "Lola" White



Jeff Gundersen

**Managing Your Personal Brand**  
**Your Personal Brand "Year in Review"**  
Part 1 of a 3-Part Series

 [Part 2: Your Personal Brand Vision](#) |  [Part 3: Your Personal Brand Action Plan](#)

**Introduction**

Welcome to Executive Connections' "Managing Your Personal Brand" Part 1 of a 3-part series. At EC, we believe personal brand development is one of the keys to creating a strong reputation online and offline, and requires an active, ongoing personal brand management process.

**Simply put, if YOU are not managing your career and personal brand, someone else will do it for you!**

Just as you have likely helped your company or organization prepare next year's business and marketing plans, now is the time for you to develop similar written plans for your personal brand.

As a complimentary year-end "gift" to our EC friends and connections, we are sharing a few of the proven processes we use "one-on-one" with our C-level clients to help them proactively develop and manage their personal brands.

In 2013 and beyond, we highly recommend you adopt this yearly "Manage Your Personal Brand" process as a best practice.

**Year In Review — Synopsis 2012**

One of the most powerful tools we use with our clients to end each year is a Personal Brand "Year in Review" exercise. Think of this as writing an annual report summary for the business and brand called "Me Inc." Follow these simple steps to take inventory of your personal and professional accomplishments, as well as disappointments and challenges, in the current year.

**Step 1:** List your top 10 key personal and professional highlights for 2012. Of what are you most proud?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Step 2:** From the list you generated in Step 1, indicate here your 3 biggest personal and professional wins and accomplishments during the year.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Step 3:** List any new skills or enhanced competencies that added value to your brand in 2012.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Step 4:** List your 3 biggest personal and professional disappointments from the year.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Step 5:** List the 3 biggest opportunities and threats facing your personal brand going forward.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Step 6:** What are the Top 3 take-aways you received by completing your 2012 personal brand inventory?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Please email us at [connect@executiveconnectionsllc.com](mailto:connect@executiveconnectionsllc.com), and let us know how we can assist you with your 2013 Personal Brand Plan!**

If you would like to forward or reprint this worksheet or any of our information in your ezine, blog or website, you have our permission to do so as long as it is accompanied by the following information:

Authors Jeff Gundersen and Lola White lead the team at Executive Connections LLC, an executive search consulting and executive coaching firm, specializing in serving organizations and senior-level executives in the following primary business sectors: Marketing, Marketing Services, Media, Internet/Mobile, and Financial Services/Insurance.

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