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Managing Your Personal Brand
Your Personal Brand Vision
Part 2 of a 3-Part Series

 [Part 1: Your Personal Brand "Year in Review"](#) |  [Part 3: Your Personal Brand Action Plan](#)

Introduction

The Executive Connections "Managing Your Personal Brand" 3-part series focuses on helping you reflect on, take inventory of and create an actionable PERSONAL BRAND PLAN that will support your personal brand for 2013 and beyond.

In Part 2, you shift from assessing current and past performance to focusing on future career and personal brand direction. The central question here is: ***"What is the future for my personal brand that will be most inspiring, challenging and rewarding?"***

What you want to get is a long-term vision (that's consistent with your personal values) and then define 3 specific, measurable 2013 goals that are a pathway to achieving that vision.

In Part 3, you'll create more granular action plans for achieving each of these 3 specific goals.

"Your Personal Brand Vision" Exercise

This exercise is intended to inspire you to envision a compelling picture of your personal brand future for 2013 and beyond. Create a meaningful and purposeful vision that catapults you personally and professionally to higher levels of achievement.

Step 1: What is the inspiring future vision you see for your personal brand?

1. _____
2. _____
3. _____

Step 2: What are the words or phrases that best describe your brand?

1. _____
2. _____
3. _____

Step 3: What differentiates your brands from others? Why you?

1. _____
2. _____
3. _____

Step 4: Where do you see your brand in 5 years? Where do you live? What type of company do you see yourself working with? What role are you playing?

1. _____
2. _____
3. _____

Step 5: What is an inspiring theme for next year (i.e., "Million Dollar Producer") that will propel you forward in the direction of your personal brand vision?

1. _____
2. _____
3. _____



Please email us at 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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