



Lorraine "Lola" White



Jeff Gundersen

**Managing Your Personal Brand**  
**Your Personal Brand Action Plan**  
FINAL: Part 3 of a 3-Part Series

[Part 1: Your Personal Brand "Year in Review"](#) | [Part 2: Your Personal Brand Vision](#)

**Introduction**

The "Managing Your Personal Brand" 3-part ezine series is designed to guide you to reflect on where your Personal Brand is and where it's headed. The end goal: to create an actionable PERSONAL BRAND PLAN that will support you to take your Personal Brand to the next level.

**"Personal Brand Action Plan" Exercise**

Goals are "dreams with a deadline." Use the form below and on page 2 to create strategies and action plans for each of your 3 SMART goals for next year, including:

1. SMART (**S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-Bound) Goal (1, 2, 3)
2. Action Steps (Steps 1, 2, 3, etc. Each Goal)
3. Resources (People, Facilities, Money; Available or Needed)
4. Support Team (Who)
5. Cost (Time, Love, Money)
6. Timeline (Milestones, Completion Date, By When)

**Step 1:** Build a powerful support network.

Engage and enroll your most powerful personal and business connections and resources that can support you in achieving your goals. List people you know and who you want to know.

Your top 3 influencers and/or support resources are:

	WHO	WHAT	HOW
1.			
2.			
3.			

2013 Personal Brand Action Plan Template

**Step 2:** For each of your 3 SMART goals for 2013, create a “Personal Brand Action Plan” by completing the worksheet below. Keep it simple.

**Goal:** \_\_\_\_\_

<b>Action Steps</b> <i>How</i>	<b>Resources (People, Facilities, Money)</b> <i>A. Available B. Needed</i>	<b>Cost</b> <i>Time, Love, Money</i>
	<b>Support Team</b> <i>Who</i>	<b>Completion</b> <i>Milestones, by When</i>
Step 1:	Resources A. B.	Cost
	Support Team	Completion
Step 2:	Resources A. B.	Cost
	Support Team	Completion
Step 3:	Resources A. B.	Cost
	Support Team	Completion
Step 4:	Resources A. B.	Cost
	Support Team	Completion
Step 5:	Resources A. B.	Cost
	Support Team	Completion

**NOTE TO SELF:** Evidence of Success: *How will I benchmark my progress?*  
 Evaluation Process: *How will I determine that my goal has been reached?*  
 Enlist a “Goalfriend” or coach to support you.

## Let Us Support You to Manage Your Personal Brand and Take It to the Next Level!

“Personal Brands are not born ... they are developed over time.” — Lola White

*Lorraine “Lola” White leads EC’s Personal Branding practice as the Lead Personal Brand Strategist, in addition to her role as our Chief Coaching Officer. Lola works personally and confidentially, on a one-to-one basis, building personal brands with many of our senior-level clients. She helps to customize, create and implement personal brand leadership, lifestyle and legacy goals and results-oriented action plans within a short time frame.*

To get a brief experience of the MYPB Personal Brand Strategist Program, please contact Lola at her email address, [lwhite@executiveconnectionsllc.com](mailto:lwhite@executiveconnectionsllc.com), for a 45-minute complimentary Personal Brand Assessment.

**EXTRACT** — Assessment: Where You Are Now, Collecting Personal and Professional Information

**EXPRESS** — Create Your Brand Future: Identify Your Brand Vision, Goals and Attributes

**EXUDE** — Manage Your Brand Plan: Create an Outline for Your Brand Future

**EXPLORE** — Research, Identify and Evaluate Opportunities and New Direction



Lola White is the personal brand champion for progressive leaders who want to step into their desired lifestyle and create a career legacy of which they can be proud. With her inspiring and motivating style, Lola is known for turning ideas and plans into action. As a results producer, she has invested 15+ years building businesses and rebranding leaders to reap the rewards of their efforts and serve as role models. “Be the change you want to see” is the thread that connects everything she does!

She recently designed and launched the Goddess Cottage, her inspirational office and brand retreat center for busy executives to make time to be the architects of their futures. She serves as her clients’ brand manager and advocate to create a more powerful brand, not only for themselves, but also for the companies and people they lead.

A Master Certified Coach and past board member of the International Coach Federation, she is also the founder and visionary of Future Possibilities, Inc., a global non-profit KidCoach organization.

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.

© 2012 Executive Connections LLC, [www.executiveconnectionsllc.com](http://www.executiveconnectionsllc.com)