

Managing Your Personal Brand: Brand Vision for 2011

Your Personal Brand Future

DECEMBER 2010: PART 2 OF A 3-PART SERIES

November 2010, Part 1: Your Personal Brand Inventory
Download Part 1 worksheet here
January 2011, Part 3: Your Personal Brand Course of Action

Introduction

The EC MYPB 3-part series is focused on the process of helping you reflect on, take inventory of, and plan to take your personal brand to the next level by creating an actionable PERSONAL BRAND PLAN that will support your personal brand for 2011 and beyond.

In December, we shift from assessing current and past performance to focusing on future career and personal brand direction. The central question here is "What is a future for my personal brand that will be most inspiring, challenging and rewarding?"

What we want to get to is a long-term vision (that's consistent with our personal values), and then define 3 specific, measurable 2011 goals that are a pathway to achieving the vision.

In Part 3, which we'll tackle in January 2011, we'll create more granular action plans for achieving each of the 3 specific goals.

Personal Brand Vision/Think Like a Brand

vi-sion (noun) vi-sion[vi'zh'n]: a mental picture of a compelling view of a future yet to be; creates meaning and purpose that catapults one personally and professionally to high levels of achievement.

Step 1: What is the inspiring future vision I see for my personal brand? Make this as specific as possible.

Examples: CEO of a successful digital media start-up, CMO of a major CPG company, owner of a profitable service business.

Step 2: What are my top 3 personal brand values?

"A value is anything that enhances you; things that increase your ability to express who you are and do more of what you want to do. Values are ideals that are personally important and meaningful for you and direct your actions."

Values are what we are naturally inclined to, or eager to do, without effort or goal setting. Values make us who we are - they are part of our DNA. So you don't need to take a workshop or read the latest self-help book to find out which values are the "right"

ones for you. You only need to begin living life based upon your strongest personally-held truths.

When coaching senior executives in transition, we give them this exercise to define their most important personal values, so they can align their actions and make smart choices.

Exercise: Please look at the list below and choose the values that best represent who you are. Identifying your most important values will enhance and add to the goal setting process. When prioritizing your list, keep these questions in mind:

- How does it make you feel when you read these words?
- Do they seem to represent a deep part of who you are?
- Do they represent someone you aspire to be or aspire to do?
- Do you feel a sense of excitement as you look at your list?

Abundance	Capability	Curiosity	Excitement	Hard work	Liberty
Acceptance	Care	Danger	Exhilaration	Harmony	Liveliness
Accessibility	Carefulness	Daring	Expectancy	Health	Logic
Accomplishment	Celebrity	Decisiveness	Expediency	Heart	Longevity
Accuracy	Certainty	Decorum	Experience	Helpfulness	Love
Achievement	Challenge	Deference	Expertise	Heroism	Loyalty
Acknowledgement	Charity	Delight	Exploration	Holiness	Majesty
Activeness	Charm	Dependability	Expressiveness	Honesty	Making a Difference
Adaptability	Chastity	Depth	Extravagance	Honor	Mastery
Adoration	Cheerfulness	Desire	Extroversion	Hopefulness	Maturity
Adroitness	Clarity	Determination	Exuberance	Hospitality	Meekness
Adventure	Cleanliness	Devotion	Fairness	Humility	Mellowness
Affection	Clear-mindedness	Devoutness	Faith	Humor	Meticulousness
Affluence	Cleverness	Dexterity	Fame	Hygiene	Mindfulness
Aggressiveness	Closeness	Dignity	Family	Imagination	Modesty
Agility	Comfort	Diligence	Fascination	Impact	Motivation
Alertness	Commitment	Direction	Fashion	Impartiality	Mysteriousness
Altruism	Compassion	Directness	Fearlessness	Independence	Neatness
Ambition	Competition	Discipline	Ferocity	Industry	Nerve
Amusement	Completion	Discovery	Fidelity	Influence	Obedience
Anticipation	Composure	Discretion	Fierceness	Ingenuity	Open-mindedness
Appreciation	Concentration	Diversity	Fin'l Independence	Initiative	Openness
Approachability	Confidence	Dominance	Firmness	Innovation	Optimism
Articulacy	Conformity	Dreaming	Fitness	Inquisitiveness	Order
Assertiveness	Congruency	Drive	Flexibility	Insightfulness	Organization
Assurance	Connection	Duty	Flow	Inspiration	Originality
Attentiveness	Consciousness	Dynamism	Fluency	Integrity	Outlandishness
Attractiveness	Consistency	Eagerness	Focus	Intelligence	Outrageousness
Audacity	Contentment	Economy	Fortitude	Intensity	Passion
Availability	Continuity	Ecstasy	Frankness	Intimacy	Peace
Awareness	Contribute	Education	Freedom	Intrepidness	Perceptiveness
Awe	Contribution	Effectiveness	Friendliness	Introversion	Perfection
Balance	Control	Efficiency	Friendship	Intuition	Perkiness
Beauty	Conviction	Elation	Frugality	Intuitiveness	Perseverance
Being the Best	Conviviality	Elegance	Fun	Inventiveness	Persistence
Belonging	Coolness	Empathy	Gallantry	Investing	Persuasiveness
Benevolence	Cooperation	Encourage	Generosity	Joy	Philanthropy
Bliss	Cordiality	Encouragement	Gentility	Judiciousness	Piety
Boldness	Correctness	Endurance	Giving	Justice	Playfulness
Bravery	Courage	Energy	Grace	Keeness	Pleasantness
Brilliance	Courtesy	Enjoyment	Gratitude	Kindness	Pleasure
Buoyancy	Craftiness	Entertainment	Gregariousness	Knowledge	Poise
Calmness	Creativity	Enthusiasm	Growth	Leadership	Polish
Camaraderie	Credibility	Environmentalism	Guidance	Learning	Popularity
Candor	Cunning	Excellence	Happiness	Liberation	Potency

Power	Refinement	Sanguinity	Solidarity	Temperance	Variety
Practicality	Reflection	Satisfaction	Solitude	Thankfulness	Victory
Pragmatism	Relationships	Security	Soundness	Thoroughness	Vigor
Precision	Relaxation	Self-control	Speed	Thoughtfulness	Virtue
Preparedness	Reliability	Selflessness	Spirit	Thrift	Vision
Presence	Religiousness	Self-reliance	Spirituality	Tidiness	Vitality
Privacy	Resilience	Sensitivity	Spontaneity	Timeliness	Vivacity
Proactivity	Resolution	Sensuality	Spunk	Traditionalism	Warmth
Professionalism	Resolve	Serenity	Stability	Tranquility	Watchfulness
Profitability	Resourcefulness	Serve	Stealth	Transcendence	Wealth
Prosperity	Respect	Service	Stillness	Trust	Willfulness
Prudence	Rest	Sexuality	Strength	Trustworthiness	Willingness
Punctuality	Restraint	Sharing	Structure	Truth	Winning
Purity	Reverence	Shrewdness	Success	Understanding	Wisdom
Quality	Richness	Significance	Support	Unflappability	Wittiness
Realism	Rigor	Silence	Supremacy	Uniqueness	Wonder
Reason	Sacredness	Silliness	Surprise	Unity	Youthfulness
Reasonableness	Sacrifice	Simplicity	Sympathy	Usefulness	Zeal
Recognition	Sagacity	Sincerity	Synergy	Utility	
Recreation	Saintliness	Skillfulness	Teamwork	Valor	

Step 2A: Is my future personal brand vision aligned with my personal values? If so why; if not, why not?

Step 3: What is an inspiring theme for 2011 which will propel me in the direction of my future personal brand vision? *Examples: Million Dollar Producer, Unstoppable Business Developer, Compelling Marketing Game-Changer*

Step 4: What are 3 specific, measurable 2011 goals that will help me achieve my long-term personal brand vision? *Examples: inspiring, next-level career move by June 30 that is aligned with my brand; develop breakthrough personal speaking and presentation skills that will enhance my brand; produce new business income of \$2 million+ in 2011*

1.

2.

3.

Step 5: What constraints, if any, would hold me back from moving passionately in the direction of my long-term vision and 2011 specific goals? *Examples: time, love, money, etc.* Be as specific as possible.

Step 5A: What can I do to eliminate or reduce these constraints?

Step 6: What support/resources do I need to achieve my 3 specific measurable goals for 2011?

Examples: human, financial, etc.

Step 6A: Where/how can I obtain these resources? Who will help support me?

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