



Your Personal Brand Vision

Part 2 of a 3-Part Series

Download Part 1 (click on title) to prepare for this month's Part 2.

Part 1: Your Personal Brand "Year in Review"

Part 3: Your Personal Brand Action Plan

Introduction

The Executive Connections LLC "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 2012 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 to is a long-term vision (that's consistent with your personal values) and then define 3 specific, measurable 2012 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 2012 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?

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

Step 3: What makes you unique and differentiates your brand from others?

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?)

Step 5: What is an inspiring theme for next year that will propel you forward in the direction of your personal brand vision?

Please email us at connect@executiveconnectionsllc.com and connect with us so we know so we can assist you with your 2012 Personal Brand Plan!

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

As a partner of Executive Connections LLC, Lorraine “Lola” White leads EC’s Career & Reputation Management practices and Personal Branding Strategies. 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 receive a brief experience of the MYPB Personal Brand Program, please contact Lola at her email address, lwhite@executiveconnectionsllc.com, for a 45-minute complimentary Personal Brand Assessment.

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

EXPLORE - Research, Identify and Evaluate Opportunities and New Direction

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

EXUDE - Manage Your Brand Plan: Create an Outline for Your Brand Future

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.

For more information on Lorraine “Lola” White, please visit her LinkedIn profile and view what other executives have to say about her work.

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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 Services, Media, Financial/Insurance Services and Healthcare.

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