

inside self

Q1 : Who are you?

Understand your true and authentic self, and discover your core values.

- 1.
- 2.
- 3.

Q2 : What makes you stand out?

Identify your interests, talents, and passions, and learn how they connect you to others.

- 1.
- 2.
- 3.

Q3 : What are you good at?

Know your strengths and weaknesses, so you can present tangible skills to an employer.
List your strengths.

Attributes

- 1.
- 2.
- 3.

Design Skills

- 1.
- 2.
- 3.

Software Skills

- 1.
- 2.
- 3.

Experiences

- 1.
- 2.
- 3.

Q4 : Where are you going?

Visualize your life's dream, and plan how to get there.

Vision

Mission

- 1.
- 2.
- 3.
- 4.

PERSONAL BRAND SELF-ASSESSMENT STUDY

values

Acceptance	Dynamism	Ingenuity	Results
Accomplishment	Efficiency	Innovation	Risk-aversion
Action	Empathy	Insightful	Risk-taking
Achievement	Energy	Intelligence	Sacrifice
Adventure	Enthusiasm	Intuition	Safety
Altruism	Entrepreneurship	Joy	Security
Ambition	Equality	Leadership	Self-awareness
Appearance	Excellence	Legacy	Selflessness
Authenticity	Excitement	Listening	Sensuality
Autonomy	Expertise	Love	Service
Balance	Expressiveness	Logic	Sharing
Beauty	Fairness	Loyalty	Simplicity
Belonging	Faith	Mastery	Spirituality
Calmness	Family	Obedience	Spontaneity
Capability	Fidelity	Openness	Stability
Carefulness	Financial security	Order	Status
Caring	Fitness	Patience	Strength
Challenge	Focus	Patriotism	Structure
Commitment	Freedom	Peace	Success
Community	Friendships	Perfection	Support-giving
Compassion	Fun	Perseverance	Teamwork
Competence	Generosity	Positivity	Thoughtfulness
Consistency	Goodness	Power	Timeliness
Control	Grace	Practicality	Tradition
Cooperation	Growth	Preparedness	Tolerance
Courage	Happiness	Principles	Trustworthiness
Creativity	Hard Work	Professionalism	Understanding
Credibility	Harmony	Purpose	Uniqueness
Curiosity	Health	Quality	Unity
Decisiveness	Helpfulness	Recognition	Usefulness
Dependability	Honesty	Reliability	Vision
Determination	Humility	Religion	Vitality
Discipline	Imagination	Resourcefulness	Volunteering
Discretion	Inclusiveness	Responsibility	Wisdom
Diversity	Independence	Respect	Work

strengths and weaknesses

Attributes		Design Skills	
Strengths	Weaknesses	Strengths	Weaknesses
Software Skills		Experiences	
Strengths	Weaknesses	Strengths	Weaknesses

outside self

What words come to mind when you think of me?

List up to 12 qualities or characteristics that best describe my values, behavior, and personal style.

What am I good at?

What skills am I good at (strengths) and which ones do I lack (weaknesses)? List up to 3 words/phrases for each.

Strengths

- 1.
- 2.
- 3.

Weaknesses

- 1.
- 2.
- 3.

What animal best describes me, and why?

Animals come in a variety of types and temperaments. What kind of animal would I be?

What color best describes me, and why?

Colors have meaning. What color(s) best represent me?

inside self + outside self

COMMONALITIES

DIFFERENCES

You

Others

INSIGHTS

creative brief |

TARGET AUDIENCE (Where you want to work)

Field of interest:

Type of company:

Company location:

Company size:

Type of job:

VALUE PROPOSITION (What you can offer the target audience)

1.

2.

3.

4.

5.

BRAND STATEMENT (What your brand stands for)

BRAND PROMISE (Your unique differentiating proposition)

BRAND CHARACTERISTICS (Qualities that best describe you)

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