



Creating Your Personal Brand

Recognise where you're starting

1	Conduct your own 360 interviews	<ul style="list-style-type: none">▪ Friends, colleagues, family members▪ Know them well enough so they give you honest answers▪ Ask everyone the same questions, such as<ul style="list-style-type: none">○ What are three words you'd use to describe me?○ If you didn't already know what I do for a living, what would you guess?○ What are my blind spots?
2	Examine your online presence	<ul style="list-style-type: none">▪ Care about your digital reputation▪ Review & control▪ Search Google and other search engine sites and memberships sites like Facebook, LinkedIn etc.▪ Search your name using quotation marks and search variations, e.g. nicknames, common misspellings▪ Don't give up too soon. Scroll through every page
3	Seek out patterns in past performance evaluations	<ul style="list-style-type: none">▪ Look out for stereotypical reviews that may be shaping how people view you

Reference: Reinventing you, Dorie Clark