

How to Write Your Personal Brand Statement

Reflecting on your values, the vision for your new position, and what you will bring to an organization will help you craft your brand statement.



VALUES

THE STRENGTH IN PRINCIPLES

- What do you love about your history?
- How do you fit culturally with the organization?
- How can you show authenticity and develop trust?
- What inspires you about your work or the business?
- What do you find most challenging?



VISION

THE POWER OF LOOKING FORWARD

- Who is your audience, and why should they care?
- What does success look like for you?
- What special skills are you obtaining or refining?
- Where do you want to be three years from now?
- What is the legacy of your career?

You can expect to draft several personal brand statements – that's okay.



VALUE

THE IMPORTANCE OF WORTH

- What terms would people use to search for you?
- How does your background benefit an organization?
- What solutions do you bring?
- Why is what you do important?
- Finish the sentence: Only I...

Consider writing a sample, sharing it with friends or peers, and then redrafting as needed.

SOME THINGS TO REMEMBER AS YOU BUILD YOUR STATEMENT:

- **Keep it fresh but authentic** – don't overuse jargon or buzzwords
- **Keep your eye on the ball** – what is your mission?
- **Keep the focus on adding value** – not features and attributes, just tangible value

Your personal branding statement should always be growing and changing.
You can revisit it any time you take on new roles or gain new skills.