**Executive Personal Branding Worksheet**

Here are some questions to help you think through your personal brand and the presence you want to create using LinkedIn.

**Your Expertise**

* What areas of expertise do you want to be known for?
* How are you different from others who have similar expertise?
* Are there specific examples or accomplishments that illustrate this?

**Your Leadership Style**

* What is your leadership philosophy or management style?
* What is unique about the culture on your team?
* What do you want your customers to say about you?
* What do you want your peers to say about you?
* What do you want your employees to say about you?
* What do you want your leadership team to say about you?
* If you have other stakeholders, what would you like them to say about you?

**Your Personality**

* What are some adjectives you would use to describe yourself?
* What matters to you outside of work?
* Do you have hobbies you are comfortable using to relate to people and build rapport?
* What makes you weird? (Everybody has something…)

**Your Causes**

* What social causes matter to you? (Diversity, climate, homelessness, etc.)
* How do you give back to your community?
* How do you give back to your industry?

**Your Voice**

* How do typically express yourself (what tone)?
* What are mottos or sayings you live by?

**Your Visuals**

* Do you have photos of you at work, speaking, or with your team that tell your story?
* Are there colors you particularly like?
* Do you have preferred fonts?
* If you use emojis or gifs, which are your favorites?