

Questions to ask yourself when building your personal brand:

- If you and I were having coffee, and I asked you ~ “What can you do for my company?”
 - How would you answer in 30-60 seconds? (Pitch)
- What are your strengths?
 - StrengthsFinder assessment
 - Birkman Method
 - Strength Deployment Inventory/Strength Portrait
- What value do you bring to an organization?
- What technical skills are you exceptionally good at?
- What’s your biggest accomplishment? Second? Third? Fourth?
- At a networking event or dinner party, how would you introduce yourself?
- What problems do you solve?
- Where have you been your happiest/most fulfilled in your career?
 - Describe your role to me?
 - What did you love the most about this role?
- How does a company get the best of you?
- What do you want the world to know about you?
- How do you want to leave people feeling?
- How would your current supervisor describe you?
- How would your direct reports or peers describe you?
- How would your best friend describe you?
- What legacy did you leave in your last role?
- What does your footprint look like at the last company you worked for?
- What are your natural talents?
- What is your unique promise of value?
- What topic(s) can you talk endlessly about?
- What are your superpowers?
- What do you deliver with little effort?
 - Sometimes people discount these
- If you were to receive an award, what would it be for?
- What do you do better than anyone else?
- What is the part of your job you love the most?

- Why do you do what you do?
- Why do you like doing what you do?
- Why should someone pay attention to you?
- What makes you memorable?
- What identifies you as a leader?
- Identify your top five values and why.
- What do you want said about you when you are not in the room?
- Who do you want to attract and who do you want to repel?
- What particular demographic or geography or industry do you want to attract?
- Do you have certain skills that will be of more interest to some than others?