



Coz & Company

# Personal Brand: Maximizing Personal Impact

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### Think About It!

**Think of five people that you really admire.** (They may come from business or from your personal life.) Use the space below to write down their name and how you know them (family member, colleague, former boss, coach, mentor, teacher, etc.). Then write down the characteristics you most admire about them (or that make them stand out).

**Person One**

**Name:** \_\_\_\_\_

**Relationship to you:** \_\_\_\_\_

**Characteristics that you admire:**

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**Person Two**

**Name:** \_\_\_\_\_

**Relationship to you:** \_\_\_\_\_

**Characteristics that you admire:**

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**Person Three**

**Name:** \_\_\_\_\_

**Relationship to you:** \_\_\_\_\_

**Characteristics that you admire:**

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**Person Four**

**Name:** \_\_\_\_\_

**Relationship to you:** \_\_\_\_\_

**Characteristics that you admire:**

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**Person Five**

**Name:** \_\_\_\_\_

**Relationship to you:** \_\_\_\_\_

**Characteristics that you admire:**

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## Brand Style Assessment

Sometimes we need to take a good look at ourselves in order to consider how we convey ourselves to the wider world around us. A good look also provides us with some language to work with.

Choose the phrase that most closely reflects the way you see yourself (**not the way you want others to see you**). Sometimes you may feel that more than one statement fits; if that happens, choose the one that is most like you most of the time.

- 1. When I meet someone at a reception or event, I like to:**
  - a. Learn lots about them
  - b. Tell them about myself
  - c. See what's on the food table
  - d. Hover on the fringe, observing, and interacting as people approach
  
- 2. When I attend a networking event or workshop, I usually:**
  - a. Listen attentively to all introductions
  - b. Don't need to be introduced; we all have name tags
  - c. I listen to most of them, but if they are too long-winded my attention drifts elsewhere
  - d. I avoid these events because I have too much else to do
  
- 3. When I am leading a project or team:**
  - a. People on my team come to me for direction
  - b. I check every step of the project
  - c. I encourage everyone to be independent
  - d. I avoid giving negative performance reviews
  
- 4. When I go to a class (or a meeting), I usually:**
  - a. Take notes
  - b. Sit near the instructor or meeting chair, but avoid taking notes
  - c. Sit with a least one seat between me and the next person
  - d. Sit beside another person

**5. When I meet someone I know fairly well:**

- a. I ask about how their day is going
- b. I share a story or a joke
- c. I get right to the point
- d. I introduce the conversation by outlining its purpose

**6. When I am in a class or at a meeting and someone is doing a presentation:**

- a. I want it to bring a few laughs
- b. I try to imagine how the presenter feels
- c. I try to analyze the logic of what's being discussed
- d. I get bored or impatient if it does not flow well or engage me

**7. When people enter my dorm room, home, or study space, I usually:**

- a. Invite them to sit down
- b. Tell them to sit down
- c. Let them decide where or whether they want to sit
- d. Pull out a chair for them

**8. When I am speaking with people:**

- a. I prefer to stand close to them
- b. I like to keep three feet or more of distance between us
- c. I need to have room to step back if they get too close
- d. I don't mind if they are close to me

**9. When I deliver a presentation, it:**

- a. Is well organized
- b. Connects to people on an emotional level
- c. Is powerful
- d. Is entertaining

**10. My telephone calls:**

- a. Are almost non-existent now; I text for efficiency
- b. Avoid small talk and focus on purpose
- c. Are animated and lively
- d. Tend to be quite long

**11. Publicly speaking on a cell phone:**

- a. Keeps life interesting
- b. Makes most people uncomfortable
- c. Helps me learn what people are thinking about
- d. Should be avoided

**12. When my class or team celebrates a big win, I tend to:**

- a. Attend the celebration
- b. Organize the celebration and invite everyone
- c. Focus on the time and money it involves
- d. Avoid the celebration if possible, but put in an appearance if I have to

**13. Which of the following interests you the most?**

- a. Ideas
- b. Information
- c. People
- d. Actions

**14. You respect when you and others pay attention to:**

- a. Intelligence
- b. Authority
- c. Relationships
- d. Performance

**15. You pride yourself on being able to:**

- a. Solve problems
- b. Look after details
- c. Inspire others to action
- d. Make quick and effective decisions

## Results Tabulation

### Assessment Tool Results

Check your answer to each question in the Branding Style, and circle the answer below that relates to it. For example, if you selected statement A in question 1, you would circle the symbol beside 1a below. Once you have finished transferring your answers to this page, count the number of each symbol.

Scoring Guide				
1 a.○ b.□ c.→ d.Δ	2 a.○ b.Δ c.□ d.→	3 a.Δ b.→ c.□ d.○	4 a.○ b.□ c.→ d.Δ	5 a.○ b.□ c.Δ d.→
6 a.□ b.○ c.→ d.Δ	7 a.○ b.Δ c.→ d.□	8 a.□ b.→ c.Δ d.○	9 a.→ b.○ c.Δ d.□	10 a.→ b.Δ c.□ d.○
11 a.□ b.→ c.○ d.Δ	12 a.○ b.□ c.→ d.Δ	13 a.○ b.→ c.Δ d.□	14 a.→ b.Δ c.○ d.□	15 a.○ b.→ c.Δ d.□

### Totals

Δ \_\_\_\_\_      □ \_\_\_\_\_      ○ \_\_\_\_\_      → \_\_\_\_\_

### Scoring

If you scored highest in the:

Δ category, your primary style is **Pragmatic**

□ category, your primary style is **Enthusiastic**

○ category, your primary style is **Accommodating**

→ category, your primary style is **Detailed**

## Debrief

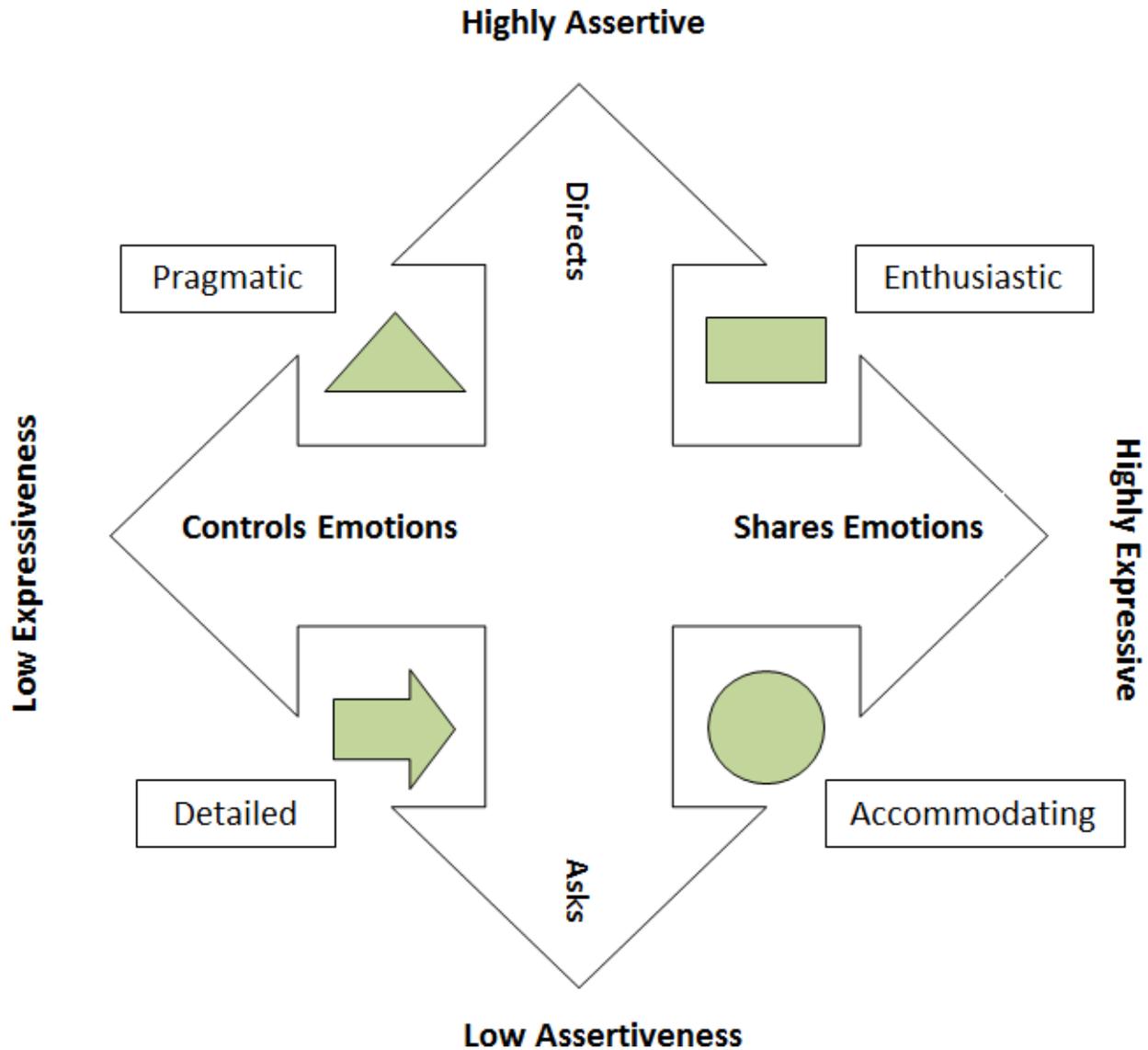
### **Overview**

These results will give you a good idea of your self-perception: the way that you look and act in front of other people, which is the foundation for your personal brand. Keep in mind that while things can be in sharp contrast on paper, as people we are much more of a blend of all these types. Depending on how close our scores are, we can flex our behavior between styles (within our comfort and ability levels) to suit our purposes.

No one type is any better or worse than the other – they just provide us with a platform to talk about who we are and how we behave. If you scored within three points of another category, you may find it quite easy to stretch yourself and behave in the manner of that other category. If you are farther away, you will find stretching to appeal to people with other tendencies a little more challenging, but you can learn to get along with all kinds of people.

## Brand Assessment Matrix

Here is a visual representation of the results of your assessment:



## Understanding Styles

Sometimes our approach needs to be adjusted in order to present our brand in a way that other people will resonate with. If, for example, you are pragmatic, you may find that people who are an accommodating style have the most trouble relating to you. You are more assertive than they are, and less expressive. They value expression in order to relate to people and have a need to have people understand one another. They are also less assertive than you, and if you have a tendency toward aggression, they will often avoid getting to know you.

## The Pragmatic Style (Δ)

The pragmatic style is demonstrated by being highly assertive and lower in expressiveness (the top left quadrant in the diagram). The pragmatic style is characterized by decisiveness; direct, quick speech; loud tones; direct eye contact; a bold visual appearance; and a respect for personal distance. Your personal spaces at school, work, home, or the gym all denote a powerful presence. Your handshake is firm.

Strengths include getting to the heart of the matter quickly, being direct, and presenting a position strongly. Challenges include listening, demonstrating patience, a tendency to argue, and not taking the advice of others who have more experience or expertise to offer.

## The Enthusiastic Style (□)

Enthusiasts express their emotions and are assertive; see the top right quadrant in the diagram. The enthusiastic style expresses opinions easily and can be very persuasive in their approach. They use a lot of inflection, expressive tones, and are animated when they speak. They tend to be active and demonstrate a lot of movement and enthusiasm about everything they do.

Their study spaces or workspaces are often cluttered and they are comfortable with close physical proximity. Challenges can include listening and paying attention to details, a tendency to generalize frequently, and to exaggerate or be overly dramatic.

## The Accommodating Style (○)

The accommodating style is characterized by a tendency to low assertiveness and high expressiveness. This style focuses on relationship integrity. They listen, use supportive language, and thrive when everyone is working well and without conflict. Their speech is often at a slow to moderate rate, using soft tones. They demonstrate patience, build trust, and use supportive language. They do not need to shake hands, although they will if that's what everyone else is doing. This style prefers to hug.

Their study space or workspace will contain family pictures and sentimental items. Their challenges can include handling conflict when it does arise, keeping opinions to themselves, and dealing with data and figures.

## **The Detailed Style (→)**

The detailed style is found in the lower left corner of the diagram and is depicted by low levels of assertiveness and low levels of expressiveness. This style focuses on details, facts, and figures. They use precise language and avoid bringing emotion into the conversation. They use little vocal inflection, speak economically, and control their emotions.

They will avoid touching (shaking hands and particularly hugging) if possible, and maintain a very strong sense of personal space. If there are things hanging in their office, they will be related to charts and graphs. Their desktop will be tidy and well-organized. Challenges can include being too focused on details and losing sight of the bigger picture, and not paying attention to people's feelings.

## Brand You

If it's clear to you what type of impact you want to have, it will become clear to the people that you attend school, work, play, and gather with. If it's not clear to you, there is a risk that you will appear inconsistent or that you don't know what you want.

Consider your personal brand, define what it looks like to you, and become certain about how you present yourself.

## Defining Your Brand

When we refer to your brand, we're thinking about the package that you want to offer to others. This is a small scale version of a corporate brand, and vastly different from a cattle brand. Thinking about your personal brand can seem a bit vague, so let's make it something that is more tangible.

When a company considers their brand, they do so in terms of **standards**. Their logo will be created, and with that will be rules (standards) about how the logo is placed on a page, whether it can be reproduced in black and white or must always be in color, what uniforms staff need to wear, how the business itself will be presented, and so on.

Your brand is not the same as a corporate brand, but it has some similar elements. **Your brand** is a reflection of the story that you want to tell about yourself and how you wish for others to see you. Over time, as you evolve as a human being (and as you age), your story changes. You finish some things, you start others, and things that are important at one stage of your life may lose importance over time. Your goals will also change over time.

If you think of what you want said of you in the public, those things would be a good representation of your brand, wouldn't they? The best exercise for this is to think about what will be said about you when you can no longer speak for yourself, when you have passed away and someone is writing a eulogy in tribute to you or writing an obituary.

## Designing My Brand

Consider what your brand is all about. Complete the worksheet on the following pages to help you.

### Details

Name \_\_\_\_\_

Current Age \_\_\_\_\_

### Direction

To become the person I want to be I will:

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I conduct my life centered on the values of:

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I respect characteristics that I see in others, such as:

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## **Presentation**

**Mode of dress when out in public (casual, business casual, snappy dresser, etc.), including specific or signature items that you wear:**

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**My favorite color(s) to wear, decorate my home, my vehicle(s):**

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**My hair usually gets styled like this:**

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**My makeup, eyewear, and accessories (if worn) look like this:**

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**The gadgets I have and use regularly are... (Are you someone who likes brand new, or do you wait until the bugs are worked out of things and purchase them later?)**

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**These are my current hobbies, including ones I want to cultivate:**

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**Things still on my bucket list (the things I want to do before I can't do them):**

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## Accomplishments

These are my greatest accomplishments. (Indicate whether they are already finished, yet to be started, or in progress.)

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## The Top Five

My last two instructors or supervisors would use these five words to describe me:

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My best friend would use these five words to describe me:

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My partner, children, or siblings would use these five words to describe me:

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**Are the five words consistent in all the descriptions here? If so, congratulations! It seems like you are consistent in the way that you present yourself. If not, what can you do about it?**

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**What are you doing to make those elements part of your life every week?**

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