



DISCOVERING YOUR BRAND WORKSHEET

The purpose of this Brand Worksheet is to assess your potential to make a difference and create value by taking inventory of your personal **skills strengths, values, passions** and **goals**.

A) **Skills:** (something you learn – top 3)

- 1) _____
- 2) _____
- 3) _____

B) **Strengths:** (something the comes naturally – top 3)

- 1) _____
- 2) _____
- 3) _____

C) **Values:** (principles that are important – top 3)

- 1) _____
- 2) _____
- 3) _____

D) **Passions:** (strong feeling of excitement – top 3)

- 1) _____
- 2) _____
- 3) _____

E) **Goals::**(doing what in 5 yrs. to create value)

- 1) _____

F) **Action Word:** (best describes how you create value)

- 1) _____

G) **Brand Statement::**(10-15 words starting with an **action word** describing how you create value)
