

Uncover Your Professional Brand

Authenticity and **consistency** are paramount when building and establishing a strong professional brand. To create your brand, it is important to invest some time in exploring who you are, what you value, and what kind of message you want to communicate to your target audience.

Take some time over the course of the next month to reflect on the questions below and gather some suggestions and opinions from your trusted colleagues, peers, and friends. When you are ready, write down your answers. They will help direct your search when you are curating and creating content. Content could be anything from LinkedIn posts and blogs all the way to your resume and cover letter. Additionally, these answers will be good for you to revisit when/if you are considering your next career move.

What are you known for?

This is your professional reputation. *Hint: Ask a few trusted colleagues and friends to uncover new insights.*

What are you an expert in?

This is your area of expertise. *Hint: Consider your training and experience.*

What drives you to do great things?

This is your motivation. *Hint: Consider situations where you went above and beyond the call of duty.*

What can you do that other professionals might not be able to do?

This is your differentiating factor. *Hint: Ask a few trusted colleagues and friends to uncover new insights.*

What is your greatest professional achievement?

This is an accomplishment or achievement that means a lot to you. *Hint: Consider which achievement excites you most and why.*