

Name: _____

Date: _____

Looking Inward: Identifying Your Personal Brand

N L K P V F K M B X U S J V F V G I H S K B M P
J E V V R P N P K P T A N G I B L E A S S E T S
S T N E M H S I L P M O C C A U Y C V L M I S N
K P R E S C R I P T I V E A D V I C E C I G E L
T N E M S S E S S A F L E S W R V B Z G L W G I
D R R N T Q Z B I L J X U J X O M N T Y U W A N
C C Q Q E X N O I T A D N E M M O C N G S B S T
R E P E R T O I R E L H K U K Z B F Z A N I S A
C H O F I M X E C Y A Z H I K W E A J W L N E N
P R X Y M A R F Y P G U P P I H S A N F B D M G
S O M J W S L J E D P Q V X E P D B I J N I T I
Y T N U A S F E F T Y O D O I R O J P L M R C B
C N N R N E C T V O L Q E R B E S M O V X E E L
H E Q K H T B A P I S L A X L U H O M B D C R E
O M F G K S H N V M T T H G D O P F N R T T I A
L J N X L V G A D O I I W O S Q M D A A W M D S
O N L L P O R Y O O D W B W I K K Z V Y Z E H S
G Y C N P X M N N Z G Q Y I Q E A H R V L S Y E
I S T P G B C S R J R T S I H H A H X C D S M T
C N B E S S E N T I A L S T P O D K C Z Y A S S
A P Q P W U V V K A J O O A T Z R F Q Q O G X Y
L X Y L K J C Z Y W J D H V D J S P W Q U E E V
F L E A D E R S H I P T K P X S M J D U M S K K
S E L F D E P R E C A T I N G R S H J B C H N Z

Prescriptive Advice
Self-Deprecating
Accomplishments
Commendation
Repertoire
Haphazard
Assets

Intangible Assets
Tangible Assets
Direct Messages
Aspirations
Essentials
Persona

Indirect Messages
Self Assessment
Psychological
Prohibitive
Leadership
Mentor