

PERSONAL BRANDING for **LEADERS**

By Terri Deuel



5 Factors in the Assessment Phase of
Creating Your Brand

All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.

- Tom Peters

“The Brand Called You”



Creating a personal brand is exciting, interesting and intimidating all wrapped together.

It involves a hands-on exploration into your who, what, why, and how.

Who are you at your core – your values, strengths and personality?

What sets you apart in terms of the way you are, the expertise you have, the connections you have made and the value you provide?

Why do you do what you do – your mission and purpose?

And **How** do you communicate and live your brand in order to stand out?

The 5 self-discovery factors I share in this workbook guide you through the step of answering aspects of “**Who and What?**” With self-discovery, you begins to build your personal brand and take responsibility for the direction of your career, image and reputation.

PERSONAL BRANDING

DEFINE & DIFFERENTIATE

It's standing out, not
standing above, that
makes the difference.

- Terri Deuel



ABOUT YOUR PERSONAL BRANDING COACH

Terri Deuel

A leader and coach at the intersection of where you are and where you want to be, I support leaders ready to rise up, serve, and transform their self-awareness, interactions with others and business results.

With three decades of experience in the corporate world, I know first-hand the challenges, growth and joy that come from taking on positions of increased responsibilities. I recognize the privilege and responsibility, along with the accountability and impact, of being a leader in today's fast-paced business world.

As a former executive and corporate officer, I now help companies create high performing, collaborative and connected work environments and transform their executives into more engaged, inspired and agile leaders.

I am the founder of Terri Deuel, LLC , a leadership development and coaching firm. And I love what I do! I am happiest helping people and teams step into their power, lead with impact and create their own paths forward.

And today I want to share with you this workbook as the first step for creating your personal brand and stepping into your power.



PERSONAL BRANDING

THE ASSESSMENT



This workbook is aimed at helping you begin the process of creating your personal brand. It is structured to accomplish the following objectives:

- Learn 5 self-discovery areas of focus
- Apply that learning by taking action in each area
- Create a self-discovery chart from your work
- Discover next steps to move forward and finalize the brand

The personal branding journey is hands-on. So ... come to this workbook prepared to learn and act.

Enjoy the journey!

PERSONAL BRANDING

THE 5 FACTORS FOR
SELF-DISCOVERY



- 1 YOUR VALUES
- 2 YOUR STRENGTHS
- 3 YOUR INTERESTS
- 4 YOUR PERSONALITY
- 5 YOUR LEADERSHIP

1

FACTOR ONE

YOUR VALUES

Values are your core principles. They form the foundation for “what you are all about” and guide you in sustaining authenticity and doing the “right things.”

Think of them as standards to which you hold yourself accountable, use to make your choices and drive the behaviors to which you subscribe. Essentially, they are words you live by. They steer the way in which you conduct your life.

Factor one, uncovering core values, gets at the heart of who you are. By unearthing those values, you lay the foundation upon which your brand will be build.

You will also have the awareness required to consciously project them from the inside out and align them to the work you do.

“Your core values are the deeply held beliefs that authentically describe your soul.”

– John C. Maxwell
American author, speaker, and pastor



1

YOUR VALUES

APPLY THE LEARNING

You will be unearthing your core values.

1. Review a list of values or note what comes to mind when you ask yourself about values. These are values that represent you at this moment. These are not values you feel you should have, think it would look good to have or may have once had.
2. Write down the 10 values that speak out loud to you. It is best to write each value on a separate piece of paper or sticky note.
3. Lay the 10 papers out in front of you. Now take away one value. You are left with nine values. Each of those nine has a higher priority for you than the one you took away.
4. Continue with step 3 until you have three values remaining. These three are your top values.
5. Make note of these three. You will be using them to build your brand.

Note: In my work with clients, I approach value excavation with questions and what if scenarios. The most important values rise to the surface from the information they provide. This approach is beneficial in eliminating bias that can present itself when evaluating a list.

TAKE ACTION





FACTOR TWO

YOUR STRENGTHS

Strengths are natural and dominate talents that you have developed, built upon or gravitated toward.

Think of them as essential assets that when revealed and developed enable you to understand where your uniqueness is rooted, what to capitalize on to be more engaged and how to leverage who you are designed to be.

Factor two, identifying your strengths, helps you tap into what you do best. By defining strengths, you discern the knowledge and skills to genuinely fit in.

You also have an awareness of what to cultivate in order to stand out.

“I’ve never met an effective leader who wasn’t aware of his talents and working to sharpen them.”

**– Wesley Clark
Former NATO Supreme Allied
Commander**



2

YOUR STRENGTHS

APPLY THE LEARNING

You will be revealing your strengths.

1. Start with your hard skills. What are you trained to do? Where have you developed a level of mastery? Identify strengths from the skill sets you acquired on the job, in volunteer positions and through certifications and formal education. These are skills that can be defined, evaluated and measured.
2. Next move on to your soft skills. These are your “people” and interpersonal skills. They also include your social skills. You may find that your soft skills complement your hard skills.
3. Finally take inventory of your expertise and experience. What do people go to you for help with? When do people seek you out? What is your area of domain experience? What are you known for? What strengths have other people identified?
4. After your inventory is complete, select a couple from each area that stand out and / or differentiate. You will be using them to build your brand.

Note: In my work with clients, I also use the Strengths Finder 2.0 assessment. It is an excellent tool for finding areas of strength. And I interview others or have my clients perform that assignment in order to discover what others note as strengths. Sometimes I find it is hard for my clients to uncover what others see clearly.

TAKE ACTION



3

FACTOR THREE

YOUR INTERESTS

Interests are things to which you delight in focusing your attention on and devoting your energy to. They might also show up in the ways in which you prefer to work, the labels you apply to the work you love and past successes that gave you satisfaction.

Think of them as the activities you tend to prioritize, want to spend time doing and are eager to undertake.

Factor three, exposing your interests, pinpoints the things for which you feel passion and intrigue. By calling out your interests, you are identifying the activities that drive and motivate you.

You also have the awareness for the kind of work that really matters to you.

“Tell me what you pay attention to and I will tell you who you are.”

*– José Ortega y Gasset
Spanish philosopher and essayist*



3

YOUR INTERESTS

APPLY THE LEARNING

You will be putting into words your areas of interest.

1. Take note of what you like about your current job. List those things on your inventory sheet. For example, you might find that you love to spend time on your P&L, designing an organizational structure to support the strategy or leading a task force.
2. Drill down to get at the why. In the example of leading a task force, you might find solving a problem plaguing the business is your main source of intrigue and motivation.
3. Now move to past positions and volunteer activities. What interests you about those engagements? Write them on your inventory sheet, and then drill down to get at the why.
4. One last thing is to note activities that interest you and need more opportunity for exploration. Here you might find that you are intrigued and motivated by presenting to analysts and find that activity is a growth area for you to pursue.
5. Refine your list to 4 – 5 activities. You will be using these to build your brand..

Note: In my work with clients, I also present scenarios and ask them to respond. These scenarios provide an alternate way to get at interest. At this point in the process, my clients and I find the self-discovery is revealing that things are connected, interwoven, complementary. The picture is coming to light.

TAKE ACTION



4

FACTOR FOUR

YOUR PERSONALITY

Personality is the inherent drivers of how you act and present yourself to others. Think of it as the way you tend to think, feel and behave combined with the way in which others perceive that. There are two ways to break down personality attributes:

- Rational – These attributes describe a solid quality that others trust in you. It’s what people expect from you.
- Emotional – These attributes are the reason others want to be around you. It’s how people relate, connect and bond with you emotionally.

Factor four, naming personality attributes, brings to light why people want to work with you. By identifying your personality, both rational and emotional attributes, you recognize more about your uniqueness and what makes you, you.

“I want freedom for the full expression of my personality.”

— Mahatma Gandhi

The Essential Gandhi: An Anthology of His Writings on His Life, Work, and Ideas



4

YOUR PERSONALITY

APPLY THE LEARNING

You will be revealing your personality. Don't worry if you are seeing some things from the other self-discovery activities. Repetitiveness may indicate a strong brand attribute.

1. Start listing what draws people to you.
2. Next list how you show up as a leader, colleague, friend. What type of leader, colleague, friend are you? You can broaden the perspective here as well by looking at other or different roles (child, parent, spouse, etc.)
3. Think about how you come across to others. What pops up for you?
4. And lastly put yourself in other's shoes. What is it like to engage with you both professionally and socially?
5. Review your list and select 4 – 5 attributes for your personality. You will be using these to build your brand.

Note: In my work with clients, I also use the Myers-Briggs Personality Test. It is an interesting tool for personality factors. And I interview others or have my clients perform that assignment in order to discover what others see in the personality. As I noted with strengths, I find it is hard for my clients to acknowledge what others see clearly.

TAKE ACTION



5

FACTOR FIVE

YOUR LEADERSHIP

Leadership is about the way others think, perform, behave and approach work and life as a result of your leadership style - the way in which you lead.

Think about the leader you are, not in terms of the title you have or the role you have assumed. Rather dive into how you lead and gain clarity about your leadership style, strengths and legacy.

Factor five, diving into your leadership, illuminates the type of leader you are and reveals why people want to work for you, with you and around you.

By defining your leadership, you move away from your title and role and into how your leadership strengths come into play and where you get the greatest satisfaction as a leader.

“ I think that my leadership style is to get people to fear staying in place, to fear not changing.”

– *Lou Gerstner*
Chairman and CEO of IBM, 1993 - 2002



5

YOUR LEADERSHIP

APPLY THE LEARNING

You are on the home stretch. Looking at your leadership will be the last factor in the assessment phase.

1. Make notes as you answer the question, “what kind of leader am I?”
2. Broaden your exploration by getting curious about your leadership style. In what ways does your leadership affect others? How do you affect the way others work, think and approach a task? How does the way in which you approach things change or steer the way in which others behave, think and act?
3. Go to the leadership legacy website and take the leadership style assessment. Read the descriptions for your highest two scores. What rings true for you? Add that information to your notes.
4. Evaluate your list and decide which three get at the heart of your leadership. You will be using these to build your brand.

Note: In my work with clients, I leverage their Strengths Finders results in a Strengths Based Leadership analysis. And I interview others or have my clients perform that assignment in order to discover what others see in the leadership. As I noted with strengths and personality, I find it is hard for my clients to describe their leadership style in ways that others do.

TAKE ACTION



CONTINUE THE JOURNEY

NEXT STEPS

This checklist is a high-level view of additional steps that go into personal brand creation.

- Determine your goal(s) / audience for branding
- Identify your purpose and value proposition
- Create your tag line and messaging with your goals and audience in mind
- Align your being, doing and image with your brand
- Launch on LinkedIn and other social media platforms of choice
- Review periodically and update as required



TAKE ACTION



T H A N K Y O U

FINAL THOUGHTS

I first encountered personal branding in 2012 after the company I worked for had been acquired. With a new leadership in place, an M&A integration underway and a potential job search on the horizon, I needed to clarify and express the value I could deliver to my team, colleagues and new employer. And I needed to be strategic about this positioning in a new world order.

So I hired an executive coach to steer me in the right direction. The process was eye-opening and richly rewarding. In fact the endeavor was of such high value that I began to work with my direct reports on their personal brands. It was this experience that ultimately led me to launch a personal branding service in my leadership coaching and development firm.

I know from personal experience and my work with others that personal branding is a beneficial asset. How unfortunate that there is talk that personal branding is dead. Wrong! It is more important than ever for knowing your value and standing out in an increasingly competitive world.

“Define your priorities, know your values and believe in your purpose. Only then can you effectively share yourself with others.”

– Les Brown

***An American motivational speaker,
author, former television host and
former politician***



I welcome the opportunity to work with you.



Ready to create your personal brand?
I am here to help.

To learn more about me and the personal branding service I offer or to peruse my resource hub, visit www.terrideuel.com

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