

BRAND IDENTITY SELF ASSESSMENT GUIDE



FORMAL EDUCATION

List your qualifications/credentials:

PROFESSIONAL EXPERIENCE

List your professional/business experience:

TALENTS

List all your talents:

HOBBIES AND INTERESTS

List all the things that you enjoy doing or are passionate about:

PERSONAL EXPERIENCES

List all the challenges that you have faced and overcome (Physical, Mental/Intellectual, Emotional challenges):

CAUSES

List the things that you would be willing to fight for (die for):

INTERESTING STUFF ABOUT YOU

What question(s) do people most often ask you? What do they want to know about you?

ADVICE YOU CAN OFFER

When others ask you for advice, what do they ask you?

YOUR UNIQUE VALUE

What things make you unique or unusual? Are there things that you can do that others can't?

ASSETS

List your personal and professional assets:

STORIES

What stories (dramatic, humorous, inspiring) do you routinely share?
