Brand Self-Awareness Worksheet

List up to 5 things you have done professionally that you are most proud of.

1. 

2. 

3. 

4. 

5. 

What words or short phrase best describes your brand (the unifying thread) based on the list above?

Share the list with your neighbor (fold along gray line so they don’t see what you came up with). What words or short phrase would they use to describe your brand?

How did these two brands (self vs. perceived) compare?

How might awareness of this brand change your approach to your work?