

Day 19

Personal Brand

Squiggly
Careers
Skills Sprint

What is this squiggly skill?

Your personal brand is what you're known for. See it as 'what people say about you when you're not in the room'. A successful personal brand helps create a pull for people and future possibilities.

Go to Guru



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Reinventing you

Recommended Listen



Squiggly Careers #25

Building your
personal brand

Ideas for Action



Ask 'How can I be useful?'

If you are struggling with the idea of building your brand, ask yourself this question. It takes ego out of the equation and helps you focus on how your brand benefits others.



Stand for / with / out

Use this framework to gain clarity and confidence on what it means to be authentically 'you'.

Ask yourself:

- 1. What do you stand for?*
- 2. Who do you stand with?
(people/communities)*
- 3. What makes you stand out?*