



SEE YOURSELF AS OTHERS SEE YOU

Personal Branding Tool

As an executive coach with a past life in branding, it's my job to tell people the truth about how they're perceived by others. I've told people they were perceived as ditzzy blondes, no-confidence lightweights and surly troublemakers. No matter how blunt my comments, I've always been thanked for my honesty.

What about you? Do you have any idea how others perceive you? Does your personal brand, image and reputation help or hurt you? Maybe it's time to find out.

Here's what I want you to do:

1. Pick five people from your personal or professional life, or a mix of both, whom you think will tell you the truth.
2. Tell them you're looking for honest feedback and ask if they'd be comfortable answering some questions. If possible, have this initial conversation in person or by phone, not by email. If they waver or decline, let them off the hook gracefully by thanking them and asking them to contact you later if they decide to participate.
3. Then ask your participants to tell you what they consider three of your strengths and three of your weaknesses. Examples might include "good problem solver," "great team player," or "can be a procrastinator," and "not great with details."
4. Next, request some feedback, about half a dozen descriptive adjectives, on how they would describe you to someone who had never met you. They might say funny, smart, shy, a dynamo, etc. Thank your participants for *any* feedback they give and offer to help them whenever they need you.
5. Now, look for recurring themes to see what's working and what needs a tweak in your personal brand!