

Ask the others

Best Corporate Branding Agency UK - *Business Excellence Awards 2020*

BRANDABLE & Co.

We're on a mission to make business more human
because being human is good for business

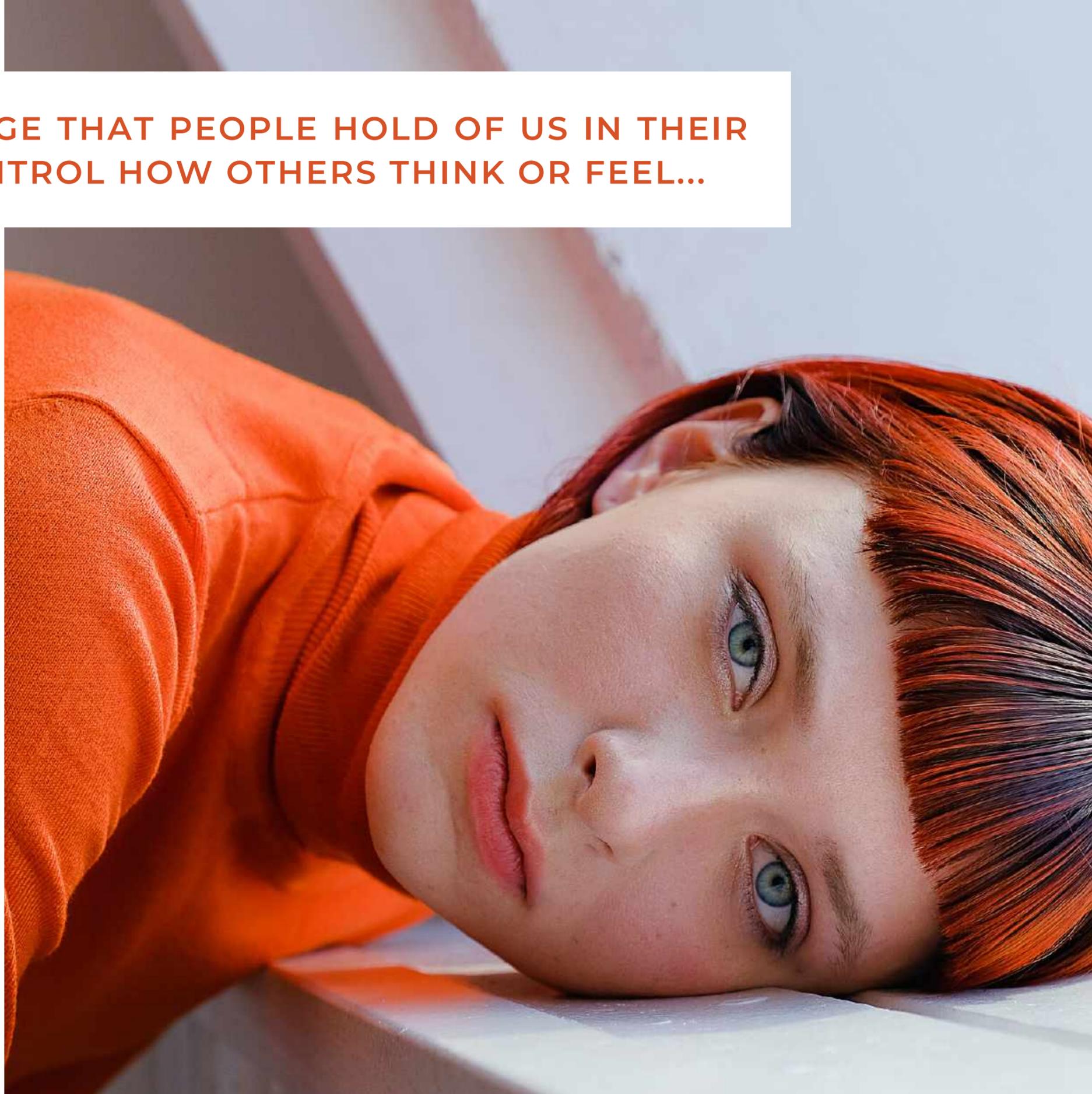
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WE CAN DO MUCH TO SHAPE THE IMAGE THAT PEOPLE HOLD OF US IN THEIR MINDS BUT WE CAN'T PREDICT OR CONTROL HOW OTHERS THINK OR FEEL...

Your personal brand lives in the in minds of others. When we think of the brands we know and love, they can conjure up feelings and emotions; triggering our senses. Take Starbucks coffee for example. Whether it's good, bad or indifferent – the word Starbucks will trigger something different for each of you. The main objective for the brand team at Starbucks is to ensure that there are more positive feelings than negative ones!

A personal brand refers to a combination of elements that can include your career path, friends, your network, interests, reputation, personal style, personality and more. Over time, these aspects all come together to build an image of you that others hold in their mind – an image that is not static, but one that changes according to your activities, passions and behaviour. We are people, not businesses or faceless products so authenticity and humanness is the key to building a strong personal brand that will attract the exact types of people and opportunities you want to bring into your life. Your personal brand has as much to do with who you are, as it does with what you do.

We can do much to shape the image that people hold of us in their minds but we can't predict or control how others will think or feel – which is what we'll begin to explore so that you can see how you're currently positioned from a personal brand perspective and how you're showing up in the world around you.



ASK THE OTHERS

THEY WILL TELL YOU SO MUCH MORE ABOUT YOUR PERSONAL BRAND THAN YOU COULD EVER FIGURE OUT ON YOUR OWN

Seeing as our personal brand is living in peoples' minds, the first thing you should be doing is asking others to describe you! Friends and family can sometimes be a bit too close to 'say it how it is' so we'd suggest asking a cross-section of people in your life. You can do this in whichever way feels right but use the suggestions below as a guide:

- Pick at least 5 people from different relationship levels - for example: a spouse, a family member, a close friend, someone you know socially, a colleague – remember, the more people you ask, the better the information that you'll have to work with.
- Decide how you want to approach them – it's important to ask everyone the same questions so that you can compare the answers you receive. You could do it over the phone or send it as an email but we'd recommend that you create a [typeform](#) / [google forms](#) survey and allow people to answer anonymously - this way you'll be guaranteed to get honest answers. **B&Co**
Top Tip: set a deadline for responses!
- Ask good questions - it really is the secret to getting good answers!

QUESTIONS: USE YOUR OWN WORDS & STYLE BUT IF YOU'RE NOT SURE WHAT TO ASK, HERE'S A FEW EXAMPLES TO GET YOU STARTED:

In no more than a sentence or two, can you describe what you think I do for work?

If I didn't do what I do today, what career would you say I'd be most suited to?

Which three words best describe me?

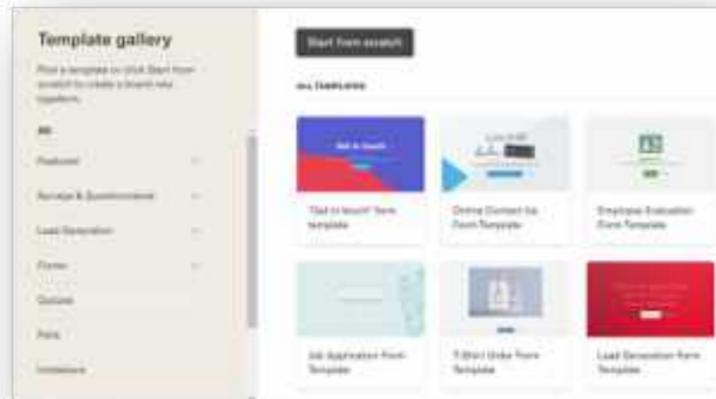
Can you name one thing that makes me stand out?

If you could change one thing about me, what would it be and why?

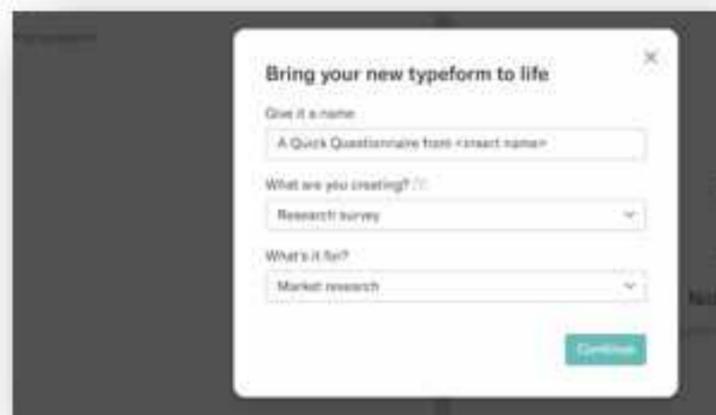
In your opinion, what is my best quality?

HOW TO: CREATE A TYPEFORM QUESTIONNAIRE

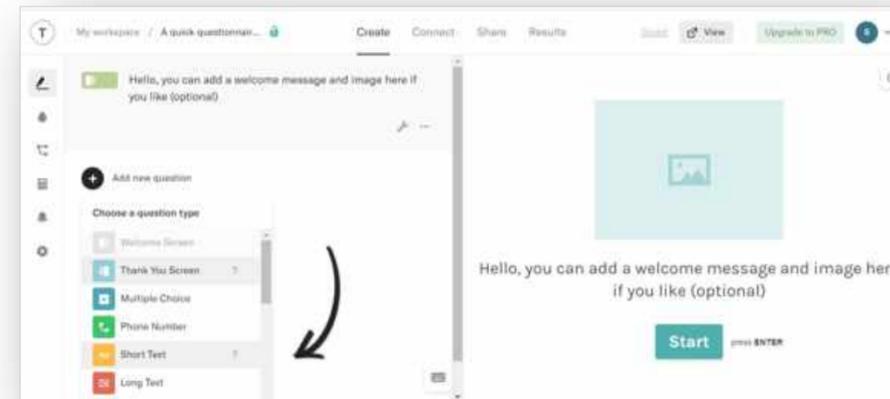
1. Go to www.typeform.com Click + (Add New Typeform) then select Start from scratch



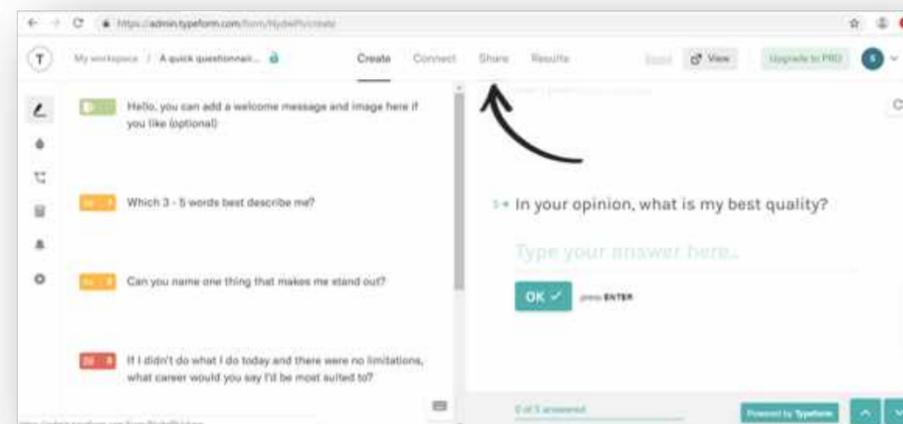
2. Give your survey a name and select from the dropdown menu



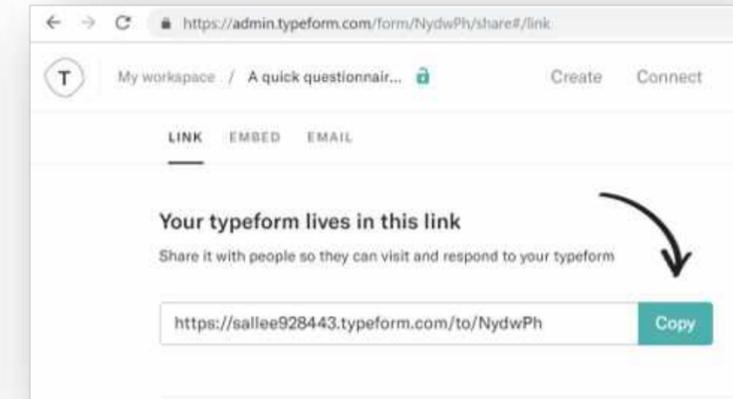
3. You can add a welcome message if you'd like (optional) & then start adding questions – use short form or long form format options



4. Once you have added your questions, click Share



4. Once you have added your questions, click Share



Click or type the link to see a demo survey & see how easy it is for people to fill it out...

DEMO:
<https://sallee928443.typeform.com/to/NydwPh>

Typeform will collect all the results, which you'll be able to view and export from the Results tab





**WHATEVER THE RESULTS SHOW YOU, REMEMBER THAT ALL FEEDBACK IS GOOD
FEEDBACK - IT'S FAR BETTER TO KNOW, THAN TO REMAIN IN THE DARK!**

The beauty of this exercise can be found in its unpredictability and the insight it gives you - so embrace it and take all feedback as good feedback. It's time to get your questions sent out so head to typeform.com and get started!

When the results are in....

If you get several responses to the 'what do you think I do for a living' question saying 'I'm not sure what you do', this may explain why opportunities have been passing you by, why you may have been overlooked for that promotion or why a friend didn't think to mention it when she knew your dream company was hiring. Or, for example, if 5 people come back saying that you'd be most suited to a career in nursing when you're currently working in a management role for an investment bank - you'll have some food for thought!

If the way you describe yourself, and how the people you surveyed describe you match, great! If not, what was out of alignment with how you see yourself? Did someone describe you better than you could? Did someone suggest a career path that you had never considered? What surprised you the most? ...and how did people's comments make you feel? All of this will be extremely useful in helping you to understand where the positioning of your personal brand may need tweaking.

THERE'S MORE WHERE THIS CAME FROM!

CHECK OUT OUR SERIES OF BRANDABLE & CO GUIDES



IF YOU HAVE SOMETHING WORTH SHARING & WOULD LIKE TO AUTHOR ONE OF OUR GUIDES, PLEASE GET IN TOUCH WITH THE TEAM@BRANDABLEANDCO.COM



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