



## Define your Personal Brand

### Personality

What words would people use to describe you?

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How do you make people feel?

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How do you communicate and express yourself? What is your voice?

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Why do people want to spend time with you?

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### Mannerisms, Habits and Body Language

Do you maintain strong eye contact when talking to people face to face or do you shy away?

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Do you take your surroundings into consideration when using foul language?

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Do you show emotion through facial expressions?

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Do you sit up straight or slouch?

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Do you bite your nails?

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Do you chew gum?

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Do you cross your arms?

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Do you have mannerisms you don't like and if so, are you open to changing them?

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## Values

What are your values?

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What do you believe in?

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What is your moral stance?

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Are people aware of your values?

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How do you share your values with people?

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## **Passions, interests and hobbies**

What are your passions, interests and hobbies?

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Do you actively pursue these?

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Are people aware of these?

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How do you share these with others?

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## **Personal style**

Does your look and style reflect your personality?

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How would people describe your look and style?

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Are you happy with your current look and personal style? If not, are you open to changing it?

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## **Career**

What are your strengths at work?

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What are your best qualities at work?

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Do you seek out opportunities to demonstrate your qualities and strengths to your colleagues and manager?

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How do your colleagues and manager perceive you?

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Do you need to work on any of your weaknesses and turn them into strengths?

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Now, [click here](#) to return to the blog and download our 8 tips on how to build and grow your personal brand.