

TAKE CHARGE OF YOUR BRAND

Workshop

Personal Branding

Assessment Survey



“ TAKE CHARGE OF YOUR BRAND ”

~ Guisselle Nuñez, Author



Conduct this survey prior to your participation in the “Take Charge of your Brand” workshop. Completion of this survey will enhance your workshop experience. Instructions below and sample survey on back page.



1. Send out survey to 10+ people



2. Analyze data and find trends



3. Bring results to workshop for discussion



Survey results will be used during the workshop to assist you to build your brand persona, promise and brand statement. Please bring results to the workshop.



Use your favorite survey tool (e.g. Mail Chimp, Survey Monkey, etc.) and a cover letter message with a response deadline.



Send to 10+ people (more is better), from different audiences (professional, personal, etc.) so that you can analyze trends and find themes across different groups.



Analyze data and try to identify themes. This analysis will assist in two ways: one, confirm that their view of your brand is consistent with your own. Or two, it will provide you guidance as to where there may be any disconnect between your brand view and their perceptions. If the latter, the workshop (or personalized coaching session) will help you build a plan to help change their perception of your brand.



SURVEY SAMPLE



Dear NAME:

I'm working on a personal branding exercise and would value your candid input.

Please answer the following six questions in this survey as best you can. Thank you for your valuable feedback!

INCLUDE DEADLINE FOR RESPONSE

QUESTIONS

1. What is my key skill set?
2. What do you think are my greatest strengths?
3. What is my unique expertise or value that differentiates me?
4. How do I come across to others?
5. What are the key adjectives that describe my personality?
6. What are the weaknesses that may hold me back?

Thank you!

NOTE TO WORKSHOP PARTICIPANT:

If you wish to expand this survey, your workshop workbook will have additional questions to use.