

Personal Brand Worksheet

(Use this worksheet in conjunction with chapter 5 of Selling with Presence)

Name: _____ Role: _____ Organization: _____

Step Four. Greatest Accomplishments—Personal and Professional Bucket List—Personal and Professional

This requires you to identify two accomplishments for which you feel particularly proud—ideally one accomplishment from your personal life and one from your professional life. It could be meeting and falling in love with your partner, a sporting victory, or landing your first job or closing the biggest deal of your career. Next, identify your bucket list, personal and professional. This is your wish list for goals you would like to achieve, or things you would like to do before you die.

Greatest Accomplishments

Professional:

Personal:

Bucket List

Professional:

Personal:

