

# Personal Brand Worksheet

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

Name: \_\_\_\_\_ Role: \_\_\_\_\_ Organization: \_\_\_\_\_

## Step Three. Your Role Models

Here you should think about two role models whose characteristics, traits, or styles you wish to emulate. These are people who have helped you develop and grow. When you are in a jam, you wonder, what would this person do? It could be a sports coach, a relative who had an influential role in your upbringing, or a former boss or mentor. Identify what it is about them that you emulate or would like to emulate. This could include their style, relational skills—the way they treat people, their orientation to life and work, and so on. In other words, what have they got that you like and have embraced or would like to embrace?

## Characteristics, Traits, and Behaviors of Those You Wish to Emulate

Role Model Names: i. \_\_\_\_\_ ii. \_\_\_\_\_

Make a list of the things you wish to emulate:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_