

## Building Your Own Brand Manager and Colleagues Questionnaire

Although we are part of an organization, we also represent ourselves as individuals with an established brand. Our brand is shaped by how others perceive us – what we do (behaviour); what we say (communication); and how we look (dress and personal presentation). Your colleague/direct report will be attending the “Building Your Own Brand” workshop in the next few weeks to help them understand how these three areas are supporting or not supporting their desired brand image. To help them get the most value from this workshop, they need your help to look at this not just from their own perspective, but from those around them. Please complete the questionnaire below and return it to them.

1. If you were to describe \_\_\_\_\_'s Personal Brand in one or two sentences, what would you say?
2. What do you see as their strengths that help them support their Brand?
3. What one or two weaknesses do you feel may not be supporting their brand and may be holding them back?