

Make a Statement



Presented by Javacia Harris Bowser
of See Jane Write LLC

Personal Branding



Date: / /

What is a personal brand?

Building a personal brand is all about knowing and conveying

- Your voice – who you are
- Your vision – what you want
- Your values – what you stand for

Additional Notes:

Your Voice



Date: / /

What 5 adjectives do you want people to use when describing you and your work?

What are your greatest strengths and in what areas do you need to improve?

What do you enjoy doing most (at work and beyond)?

What do you not enjoy doing?

Action Items



Date: / /

I will do the following to better display my strengths and passions at work:

I will do the following to use my skills, talents, and interests to better serve others:

I will do the following to improve on the areas in which I'm struggling:

I will eliminate or delegate the following to allow for more time to do the things I truly want to do:

Additional Plans:

Your Vision

Write down your top goals. Consider all areas of life (physical, mental, financial, spiritual, career, family, and personal).

ACTION ITEMS

Set a timer for 30 minutes and write your 5-year vision using the following prompt: *It is 2026 and I am so proud of the life I have created.*

Or you can simply write your future bio.

After you've written your vision, eliminate any goal that doesn't get you closer to your vision.

Your Values

My Top 5 Values:

Complete this sentence:

I believe every _____ should _____.

Why do you believe this? What are you doing about it?

How do you or how could you live out your values at work and outside of work?

How could you showcase your values on social media?

Social Media

When planning social media content, consider the following:

- Would someone use any of my 5 adjectives to describe this content?
- Does this content highlight my passions, strengths, and interests?
- How can I share my goals on social media?
- How can I highlight good work that I've done recently?
- How can I use social media to connect with others?
- How can I use social media to help others?

ACTION ITEM:

Plan social media content for October.