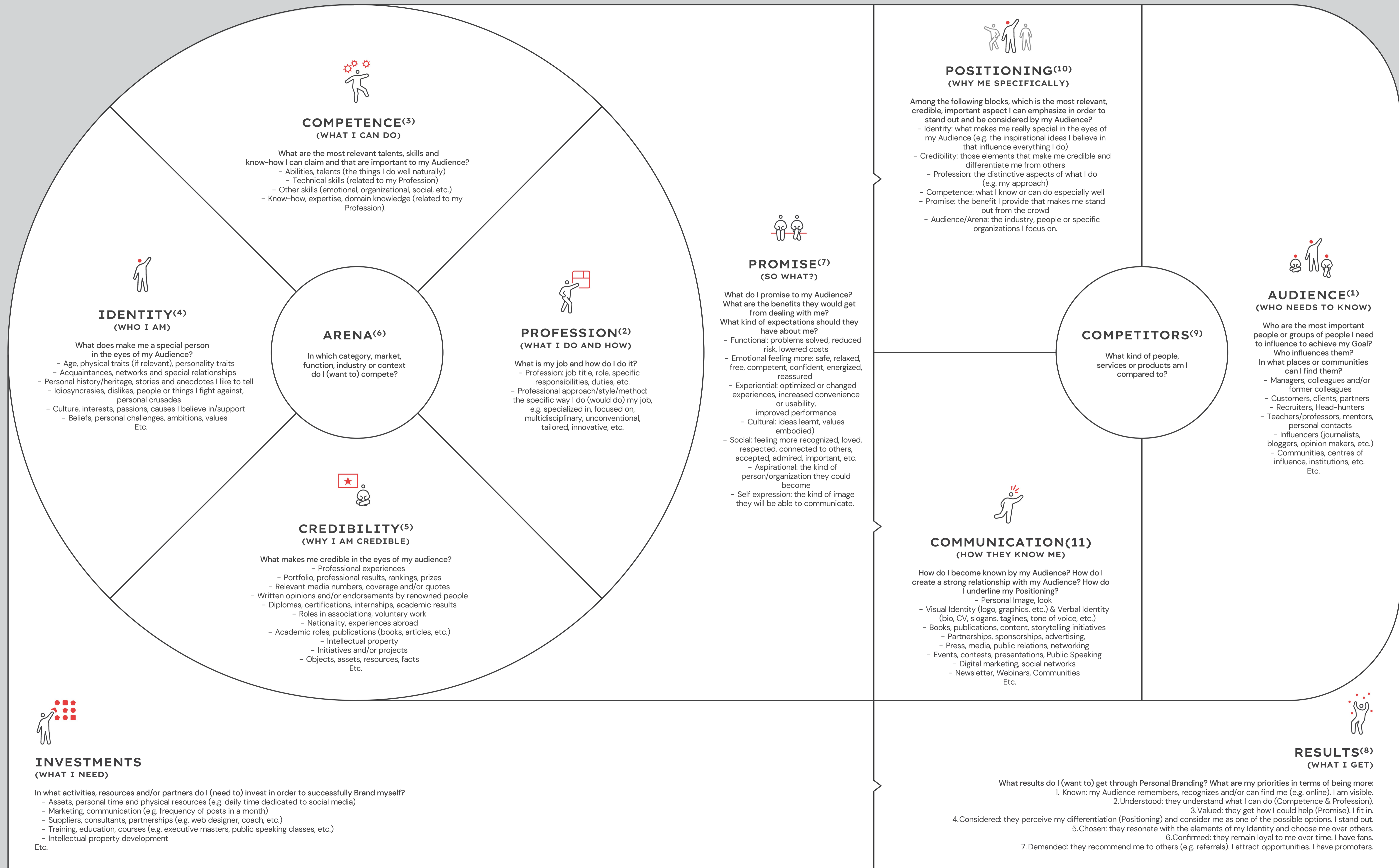


# THE PERSONAL BRANDING CANVAS

Goal: why should I do Personal Branding?



## COMPETENCE<sup>(3)</sup> (WHAT I CAN DO)

What are the most relevant talents, skills and know-how I can claim and that are important to my Audience?

- Abilities, talents (the things I do well naturally)
- Technical skills (related to my Profession)
- Other skills (emotional, organizational, social, etc.)
- Know-how, expertise, domain knowledge (related to my Profession).

## IDENTITY<sup>(4)</sup> (WHO I AM)

What does make me a special person in the eyes of my Audience?

- Age, physical traits (if relevant), personality traits
- Acquaintances, networks and special relationships
- Personal history/heritage, stories and anecdotes I like to tell
- Idiosyncrasies, dislikes, people or things I fight against, personal crusades
- Culture, interests, passions, causes I believe in/support
- Beliefs, personal challenges, ambitions, values Etc.

## ARENA<sup>(6)</sup>

In which category, market, function, industry or context do I (want to) compete?

## PROFESSION<sup>(2)</sup> (WHAT I DO AND HOW)

What is my job and how do I do it?

- Profession: job title, role, specific responsibilities, duties, etc.
- Professional approach/style/method: the specific way I do (would do) my job, e.g. specialized in, focused on, multidisciplinary, unconventional, tailored, innovative, etc.

## CREDIBILITY<sup>(5)</sup> (WHY I AM CREDIBLE)

What makes me credible in the eyes of my audience?

- Professional experiences
- Portfolio, professional results, rankings, prizes
- Relevant media numbers, coverage and/or quotes
- Written opinions and/or endorsements by renowned people
- Diplomas, certifications, internships, academic results
- Roles in associations, voluntary work
- Nationality, experiences abroad
- Academic roles, publications (books, articles, etc.)
- Intellectual property
- Initiatives and/or projects
- Objects, assets, resources, facts Etc.

## INVESTMENTS (WHAT I NEED)

In what activities, resources and/or partners do I (need to) invest in order to successfully Brand myself?

- Assets, personal time and physical resources (e.g. daily time dedicated to social media)
- Marketing, communication (e.g. frequency of posts in a month)
- Suppliers, consultants, partnerships (e.g. web designer, coach, etc.)
- Training, education, courses (e.g. executive masters, public speaking classes, etc.)
- Intellectual property development Etc.

## POSITIONING<sup>(10)</sup> (WHY ME SPECIFICALLY)

Among the following blocks, which is the most relevant, credible, important aspect I can emphasize in order to stand out and be considered by my Audience?

- Identity: what makes me really special in the eyes of my Audience (e.g. the inspirational ideas I believe in that influence everything I do)
- Credibility: those elements that make me credible and differentiate me from others
- Profession: the distinctive aspects of what I do (e.g. my approach)
- Competence: what I know or can do especially well
- Promise: the benefit I provide that makes me stand out from the crowd
- Audience/Arena: the industry, people or specific organizations I focus on.

## PROMISE<sup>(7)</sup> (SO WHAT?)

What do I promise to my Audience? What are the benefits they would get from dealing with me? What kind of expectations should they have about me?

- Functional: problems solved, reduced risk, lowered costs
- Emotional feeling more: safe, relaxed, free, competent, confident, energized, reassured
- Experiential: optimized or changed experiences, increased convenience or usability, improved performance
- Cultural: ideas learnt, values embodied)
- Social: feeling more recognized, loved, respected, connected to others, accepted, admired, important, etc.
- Aspirational: the kind of person/organization they could become
- Self expression: the kind of image they will be able to communicate.

## COMPETITORS<sup>(9)</sup>

What kind of people, services or products am I compared to?

## COMMUNICATION<sup>(11)</sup> (HOW THEY KNOW ME)

How do I become known by my Audience? How do I create a strong relationship with my Audience? How do I underline my Positioning?

- Personal Image, look
- Visual Identity (logo, graphics, etc.) & Verbal Identity (bio, CV, slogans, taglines, tone of voice, etc.)
- Books, publications, content, storytelling initiatives
- Partnerships, sponsorships, advertising
- Press, media, public relations, networking
- Events, contests, presentations, Public Speaking
- Digital marketing, social networks
- Newsletter, Webinars, Communities Etc.

## AUDIENCE<sup>(1)</sup> (WHO NEEDS TO KNOW)

Who are the most important people or groups of people I need to influence to achieve my Goal? Who influences them? In what places or communities can I find them?

- Managers, colleagues and/or former colleagues
- Customers, clients, partners
- Recruiters, Head-hunters
- Teachers/professors, mentors, personal contacts
- Influencers (journalists, bloggers, opinion makers, etc.)
- Communities, centres of influence, institutions, etc. Etc.

## RESULTS<sup>(8)</sup> (WHAT I GET)

What results do I (want to) get through Personal Branding? What are my priorities in terms of being more:

1. Known: my Audience remembers, recognizes and/or can find me (e.g. online). I am visible.
2. Understood: they understand what I can do (Competence & Profession).
3. Valued: they get how I could help (Promise). I fit in.
4. Considered: they perceive my differentiation (Positioning) and consider me as one of the possible options. I stand out.
5. Chosen: they resonate with the elements of my Identity and choose me over others.
6. Confirmed: they remain loyal to me over time. I have fans.
7. Demanded: they recommend me to others (e.g. referrals). I attract opportunities. I have promoters.

Instructions: write your strategic goal in the top right section. Using small sticky notes and a marker, answer to the questions of each block and list all the main elements of your Personal Branding strategy. Preferably follow the order determined by the numbers near each block name. Make notes in the INVESTMENTS block whenever you like or at the end of the process. It will be your strategic Personal Branding plan!

