



Section 7: Personal Brand & Career Growth

Chapter 1: Personal Brand Blueprint

Your brand is the impression you leave behind in conversations, meetings, emails, and results. Whether you know it or not, you already have a personal brand. This exercise helps you define it more clearly and align how you're seen with who you want to be.

Goal:

Clarify your core strengths, values, and presence, and identify one action to show up with more intention.

Exercise: Define Your Personal Brand

Start by honestly reflecting on how you show up at work today and how you want to be seen moving forward.

What three words do you want people to associate with you?

What do you *not* want to be known for?

Is there a gap between how you see yourself and how others likely see you?

Now, clarify the building blocks of your brand by identifying your core values, strengths, and presence.

- My core values at work are:
- My top 3 strengths (what people count on me for):
- How my presence shows up in communication (tone, follow-up, meetings):

Choose one small action this week to align your behavior more closely with your ideal brand.

What's one small action you'll take this week to show up more in line with your brand?
(*E.g., how you lead a meeting, give feedback, handle a challenge, or follow up.*)

When you define your brand on your terms, you stop blending in and start building trust through consistency, clarity, and presence.

Chapter 2: Résumé & LinkedIn Optimization

Your résumé and LinkedIn aren't just lists of jobs - they're platforms for your brand. This chapter helps you align your on-paper presence with real-world strengths and direction.

Goal:

Ensure your résumé and LinkedIn reflect your values, voice, and professional

goals. **Exercise: Optimize Your Professional Presence**

Start by assessing whether your résumé and LinkedIn are truly working for you. Do they clearly reflect the value you bring?

- In 10 seconds, what do you want someone to take away from your résumé or LinkedIn?
- Does your résumé reflect outcomes and impact, or just duties?
- Does your LinkedIn summary sound like you and speak to what you want next?

Now make some quick updates to boost clarity and alignment.

- Rewrite your **LinkedIn headline** to show what you do *and* what makes you stand out.
- Choose one bullet point from your **résumé** and rewrite it using: **Action + Result**.
- Refresh your **About** section with short, conversational language that reflects your values and direction.

Your online and offline profiles should tell a clear, consistent story that helps people understand who you are and where you're going next.

Chapter 3: STAR Story Builder

Your experiences matter, but how you tell those stories is what makes them memorable. The STAR method helps you communicate your wins clearly, structure, and confidently.

Goal:

Craft 2–3 professional stories you can use in interviews, intros, and reviews - using the STAR format.

Exercise: Craft a STAR Story

Choose a real example from your professional life where you made a difference. Then use the STAR format to shape it into a clear and memorable story.

Situation: What was the context?

Task: What needed to happen?

Action: What did you do?

Result: What changed because of your actions?

Bonus Practice:

Say your story out loud. Record a voice note or practice in front of a mirror. Then

reflect: • Did I explain it clearly?

• Did it sound like me?

• Could I clarify a result or step?

Great stories aren't scripted - they're practiced. STAR helps you speak with confidence and clarity when it counts.

Chapter 4: Networking & Growth Plan

Your network and your growth are your long-term career currency. This chapter helps you nurture both, without pressure or perfection.

Goal:

Reconnect with people who inspire you and build a habit of intentional learning. **Exercise: Build Your Career Network & Learning Plan**

Part 1 – Relationship Building

Think about the relationships in your professional circle - who inspires you, who do you miss, and who could you reconnect with?

Who are three professionals you admire - and why?

Who have you lost touch with that you'd like to reconnect with?

What's one low-pressure way you can reach out this week?
(*E.g., comment on a post, send a check-in, offer support.*)

Part 2 – Lifelong Learning

Now, consider how you're continuing to grow. What kind of learning sticks with you, and where do you want to focus next?

When was the last time you learned something *on purpose*?

What formats work best for you? (Podcasts, books, mentorship, articles?)

Mini Goal:

This month, I'll...

so I can grow in...

Growth doesn't always happen in leaps - it builds through small moments of connection and curiosity. Keep both alive, and your career will follow.