



Strengths -Based Personal Branding

Jessie Barclay/ WVU Purpose Center

Positivity / Woo / Connectedness / Arranger / Adaptability

What is personal branding?

- / It's your story!
- / It's what others think of or picture when your name comes up or they see your work.
- / It communicates the talents and values you and your company represent

The 4 principles of personal branding

/ Authenticity

/ Values

/ Natural Abilities and Skills

/ Consistency

What is your story?

/ Think of a brand you respect. What are some words that you associate with that brand? Feelings?

/ Think of a person that you respect what are some ways that they represent themselves or their ideas?

/ Everyone is unique and has a different story... what are some contributing factors to your story?

Write or Type the following:

No need to share, this is for you only

/ How do you think the following people would describe you:

Family

Friends

Co-workers

Employees

Professional network

Write or Type the following:

No need to share, this is for you only

/ How do you think the following people would describe you as a leader?

Family

Friends

Co-workers

Employees

Professional network

Start with your WHY

- / Our why is who we are at our BEST!
- / List three experiences when you were at your best.
- / These could be specific projects, activities, or experiences where you felt like your authentic self, and were naturally able to accomplish the goal. This can be done holistically, at work, at home, or anywhere.

Start with your WHY

/ Our WHY can also help us remember the impact we want to have, the problem we're trying to solve, or the change we want to create.

/ What is the impact you want to have on the world around you? How does that relate to your future career?

/ How could you communicate a problem you could solve for an employer or society through your work and your strengths?

Consider Your Values

/ Complete the Values exercise

/ Think about your values from a holistic standpoint

/ Then go back and identify which strength or strengths each value aligns with

Values examples...

/ Honesty

/ Influence

/ Vision

/ Integrity

/ Dedication

/ Wealth

/ Progress

/ Empathy

/ Family

/ Service

/ Respect

/ Resilience

/ Adaptability

/ Authenticity

/ Communication

/ Creativity

/ Humor

/ Happiness

/ Learning

Talents & Strengths

- / Talents are naturally recurring patterns of thoughts, feelings and behaviors that show up in every aspect of your life
- / They're holistic
- / Can tell us more about how we show up for ourselves and others
- / Can tell us more about how we problem solve and communicate
- / Can help us be more mindful of our wellbeing

Communicating Your Strengths

/ Review your Brings/Needs and Personal Insights sheets

/ Review your insight guide (found at wvustrengths.my.gallup.com)

/ Identify some words or phrases that resonate with you that help describe who you are or could help you tell your story

Executing

People with dominant Executing themes make things happen

Achiever®
Arranger®
Belief®
Consistency®
Deliberative®
Discipline®
Focus®
Responsibility®
Restorative®

Influencing

People with dominant Influencing themes take charge, speak up and make sure others are heard

Activator®
Command®
Communication®
Competition®
Maximizer®
Self-Assurance®
Significance®
Woo®

Relationship Building

People with dominant relationship building themes build strong relationships that hold a team together and make it greater than the sum of its parts.

Adaptability®
Connectedness®
Developer®
Empathy®
Harmony®
Includer®
Individualization®
Positivity®
Relator®

Strategic Thinking

People with dominant strategic thinking themes absorb and analyze information that informs better decisions

Analytical®
Context®
Futuristic®
Ideation®
Input®
Intellection®
Learner®
Strategic®

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Consistency

- / Now think about how you can consistently communicate who you are and how you show up
- / How can you reflect on your why and your strengths more consistently?
- / How can you stay accountable to your why when you face a challenge?

Consider Your Goals

- / To be authentic in your branding you need to put thought into your goals.
- / What is a personal or professional goal you would like to achieve in the next 1-3 years? Or if you love to think of BIG goals, where would you like to be in 10 years?
- / Maybe you want to help those in rural areas have access to better care or bring more jobs to WV.
- / Think about your WHY and your values and keep them in mind to create an achievable goal.

Writing Your Personal Statement

- / Now that you've dug deeper into each of the four elements of a personal statement, it's time to start putting it together.
- / Start by considering your why and then weave your strengths -based language and your personal story throughout.
- / Adding strengths -based language can change your personal statement from "hard-working and detail-oriented" to "Motivated to positively impact mental health and create lasting change for children through the arts."
- / It might change over time and that's okay

Putting it all together... to tell your story

/ Thinking of your WHY, values, and goals create a purpose statement.

Example:

My name is Jessie Barclay and I work for the WVU Purpose Center as the Student Experience manager. I love my job because I have the opportunity to help the WVU and WV community find their purpose and be the best version of themselves. I do this through coaching and education. I am a WV native, and it is important for me to be a tiny part of the progress that WV needs to thrive.

Thank you!

Continue your journey:

PURPOSE.WVU.EDU