



## Rapid Reflection Discovery Process Worksheet

*Find out how you truly see yourself and how others see you.*



You have had a personal brand this entire time. You just didn't know what it was. This activity will help you better understand how others see you and how to use that to make your brand more powerful. After you complete this worksheet, you will be able to start to take control of your narrative.

### **Step 1. Identify your characteristic traits (and a few things you want to be known for).**

Write down an exhaustive list of single or multiple words.

#### **Example**

Positive characteristic traits:

speaker, strategist, xyz expert, loyal, trustworthy, happy, fun, loving, kind, compassionate, sailor, equestrian, high energy, passionate, detail-oriented, inventive, organized, creative, bold, funny, nature lover, artist, social, loves to be on stage, giving, caring, professional, outdoors, loves clouds, inventor, innovator, athletic, community builder, inclusive

Positive characteristic traits:

Now write down a few characteristic traits that you can work on.

#### **Example**

A few characteristic traits to work on:

cocky, talks too much, arrogant, timid, shy, lazy, possessive, sarcastic, bully, vindictive, gossip, unmotivated, whiny, stubborn, elitist, chauvinistic, racist, sexist, ageist

A few characteristic traits to work on:

**Step 2. Ask others to describe you in one word.**

Ask 10 other people (these can be people you work with, colleagues you know outside your work, family, friends, and others whom you know) to list a single word (or a few if need be) that describes you as they know you. If you are a manager, do not ask people who report to you, as results will be skewed.

Also avoid using one central group—like only family members or friends from high school. Diversify for the most accurate results.

It is key that all the people you ask know that their answers are completely anonymous. You can have a designated friend collect the answers, or have a central location at your office where people can drop their responses off, or have people mail their answers to your home in anonymous envelopes. Make sure to tell the people who are writing these notes to be completely honest! You can do this by saying, “I need your help. I’m looking to build my personal brand. I want to know what words you feel describe me—good and bad. The more honest you are, the more it will help me. If someone were to ask you about me, how would you describe me to that person? Can you please write down some words that say exactly what you feel about me, then put them in this box?”

Ask each person for three to five good qualities and one to two traits that you can work on.

**Example**

Traits I am known for:

speaker, energetic, outgoing, caring, innovative, creative, funny, sailor, likes to sail, loves the ocean, entrepreneur, communicator, educator, teacher, friendly, leader, podcast host, radio host, social media, supportive, loving, empathetic, world traveler, keynote speaker, personal branding expert, marketer, stick figure artist, artist, mentor, actor

**Example**

Traits others think I can work on:

chicken with head cut off, poor listener, talks over people, too energetic, not calm, too many things going on, unorganized

Ask others to list single or multiple words that describe you. Write down the traits that others said you can work on. Transcribe these in a **different color**.

**Step 3. Collect all the answers.**

Gather your own answers and the answers from the others. Group similar traits and qualities in the chart boxes below.

**Example**

1. Community builder	2. Innovative, innovator	3. Athletic, equestrian
4. Supportive, loving, empathetic, caring, loyal, trustworthy, social, inclusive	5. Energetic, outgoing, funny, friendly, happy, fun, high energy, passionate, loving, kind, caring	6. Podcast host, radio host, bold, funny
7. Sailor, likes to sail, loves the ocean, sailor, nature guy, outdoors, loves clouds, nature lover	8. Stick figure artist, artist, artist, stick figure drawer, compassionate	9. Creative, entrepreneur, leader, strategist, inventive, creative, inventive, xyz expert
10. Athletic	11. Mentor	12. Actor
13. Educator, teacher, professional, detail-oriented, organized	14. Keynote speaker, speaker, world traveler, loves to be on stage, keynote speaker	15. Social media, communicator, personal branding expert, Twitter person, marketer, branding expert, communications strategist, likes to tweet

**Optional:** Transcribe the traits onto two different colors of sticky notes. Choose one color for your answers and another color for the answers of others. (E.g., if you have 30 items, write them on 30 sticky notes.) Do the same for the words and phrases that others see you as, but write them on a different color of sticky note. Then find a wall, mirror, or large whiteboard, and start to cluster your Post-it Notes that are similar into groups.

It's your turn now. Gather your own answers and the answers from the others. Group similar traits and qualities in the chart boxes below.


**Step 4. Take a look at the traits you said you can work on, and compare them with what others say.**

Don't be discouraged. Instead use the information to improve yourself. Work on forming better habits: take courses; read books; enroll in personal development workshops; learn about privilege, diversity, and inclusion; take specialized college courses; and make other efforts to minimize the negative effects that these traits could cause to your brand.

**Step 5. Step back and look at the assortment of traits.**

In the example answers above, you will notice three things:

- Some boxes have similar traits that you and others identified (boxes 2, 4, 5, 6, 7, 8, 9, 13, 14, and 15). These are traits congruent with your personal brand.
- Some boxes only have traits that others mentioned about you (boxes 11 and 12). These are traits that others see in you but you don't see in yourself. If a few people are identifying traits about you, for example, being funny, then you probably are funny but can't see it yourself. However, if you only have one person saying you are funny, that isn't enough data to incorporate into your brand.
- Some boxes only have traits that you identified and others didn't mention (boxes 1, 3, and 10). These are traits that you see in yourself but others don't see. These may not really be your strengths.

**Step 6. Remove all the boxes that only have one color (unless five friends are saying you are something that you do not see in yourself).**

Remove the boxes that are outliers. Look at the clusters that have traits that both you and others see in you. Name these groups as one trait that best summarizes the words within it. If one group says "funny," "humorous," "lighthearted," or other variations of these traits, then choose a word or set of words that best captures them all.

**Step 7. Categorize your responses.**

If you asked enough people to participate, you should have three or more cluster categories that you are now looking at. They should fit into:

1. Career
2. Life
3. Personality

Pick one cluster from each of these three categories. Choose ONLY three of the clusters. These three overall traits or qualities will be the foundation for your brand. Add them in the spaces here:

Brand Trait 1 (Career)	Brand Trait 2 (Life)	Brand Trait 3 (Personality)

These three "pillars" will set the foundation for your brand. These three elements are the intersection between what people think about you and how you see yourself.