# WORKING GIRLS NETWORK BUILDING YOUR OWN PERSONAL BRAND OF CONFIDENCE



Personal brand diamond template

### **Essence**

What words describe what's at the heart of you, and what you stand for?

# USP

A statement that summaries what makes you different and stand out from the crowd. Can be nice to include your passions here.
What makes you, 'you'?

# personality

Some words that describe your personality. How would others describe you as well as how you'd describe yourself

# functional skills

- What functional skills have you gained over the years?
- What do you know?
- How much experience do you have?
- What have you done?
- Big up your super strengths!!

Who is your target audience? Who do you want to notice you?

arget mark

# emotional/personal/people skills/

- This is the <u>how</u> you get things done.
- Don't underplay the importance of 'soft' skills (I hate that phrase)

# **Constraints**

The things you absolutely are NOT, will never be, or the things that make you mad



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Confidence exercises

Remember the 3 steps to boosting your confidence:



# Exercise 1:

Who is your confidence inspiration and what can you learn from them?

# Exercise 2:

Do one thing this week that pushes you out of your comfort zone

### Exercise 3:

Write down at least one success every day this week and reflect on how it's made you feel at the end of the week.

GOOD LUCK AND LET ME KNOW HOW YOU GET ON, AND FEEL FREE TO GET IN TOUCH IF YOU HAVE ANY QUESTIONS.

