

Beyond the Job Title

Session Workbook

Personal Branding Audit

PART 1: Brand Discovery

Complete these prompts quickly - first thoughts are often most authentic:

What colleagues say about you:

When people need [skill/expertise], they come to me for:

Three words colleagues would use to describe my work style:

The type of projects I'm consistently asked to join:

Your unique value proposition:

I solve problems that others find:

My approach is different because I:

The results I deliver that others might not:

Your professional reputation:

People know me as the person who:

I'm building a reputation for:

Leaders remember me for:

PART 2: Brand Visibility Check

Rate yourself 1-5 (5 = strong, 1 = needs work):

Area

Rating Evidence

Internal visibility - Do decision-makers know your contributions?

External presence - LinkedIn, industry involvement, etc.

Thought leadership - Sharing insights, leading discussions

Cross-functional reputation - Known beyond your immediate team

Growth narrative - Clear story of your professional evolution

PART 3: Brand Alignment

Where you want to be in 2 years:

Gap between current brand and future goals:

One brand element to strengthen immediately:

Personal Skill Stack Analysis

Instructions: *"Complete this framework thinking about your specific career goals."*

My Current Strong Skills:

1. _____
2. _____
3. _____

Skills That Would Multiply My Impact:

If I added [skill], I could: _____

The one skill that would make me irreplaceable in my role: _____

The skill that would open doors to my next role: _____

My 90-Day Focus:

Primary skill to develop: _____

How it connects to my other strengths: _____

Specific outcome I want: _____

Interactive Exercise: Network Mapping & Action Planning

Map Your Current Network

Inner Circle Audit:

List 3-5 people who would advocate for you in a career decision:

When did you last meaningfully connect with each?

Who's missing from this circle that should be there?

Professional Community Check:

Industry connections I should nurture more:

Professional groups/communities I should engage with:

People I follow online but haven't actually connected with:

Immediate Opportunities:

3 people I should reach out to in the next 30 days:

1 person I should reconnect with this week:

1 new connection I want to make:

The 30-60-90 Day Career Acceleration Plan

Complete each section with specific, measurable actions you'll take.

FIRST 30 DAYS: Foundation Building

Personal Branding (Choose 1-2 actions):

- Update LinkedIn profile with new value proposition from today's exercise
- Schedule 15-minute monthly calendar reminder for "brand visibility check"
- Document 3 recent accomplishments using impact-focused language
- Begin weekly practice of speaking up in first 10 minutes of meetings
- Other:

Skill Development (Choose 1 action):

- Identify specific skill to develop:
- Set up 15-minute daily learning routine (time: _____)
- Volunteer for one project that uses target skill:
- Find accountability partner for skill development:
- Other:

Networking (Choose 1-2 actions):

- Reach out to 3 people from today's network mapping exercise
- Schedule coffee/call with 1 person from inner circle
- Join one professional group/online community:
- Send one valuable piece of content to someone in network
- Other:

NEXT 30 DAYS (Days 31-60): Momentum Building

Personal Branding:

- Volunteer for one high-visibility project or presentation
- Ask manager: "What should I be known for in our organization?"
- Begin documenting lessons learned from projects (for future sharing)
- Schedule quarterly check-in with mentor/senior colleague
- Other:

Skill Development:

- Complete first milestone in target skill development
- Teach someone else what you've learned (reinforces your learning)
- Apply new skill to work project:
- Seek feedback on skill development progress from manager/peer
- Other:

Networking:

- Make 2 new professional connections
- Make 1 strategic introduction between contacts
- Attend 1 industry event (virtual or in-person)
- Begin providing mentorship to someone junior
- Other:

FINAL 30 DAYS (Days 61-90): Acceleration & Assessment**Personal Branding:**

- Request specific feedback on professional reputation from 3 colleagues
- Share expertise publicly (internal presentation, LinkedIn post, etc.)
- Update "brag sheet" with Q1 accomplishments
- Plan next quarter's visibility strategy
- Other:

Skill Development:

- Demonstrate new skill in high-stakes situation
- Set next skill development target based on progress
- Document ROI of skill development (time saved, problems solved, etc.)
- Other:

Networking:

- Evaluate network growth and relationship depth
- Plan Q2 networking priorities
- Schedule check-ins with key network contacts for next quarter
- Identify 1 person to add to inner circle
- Other:

My Top 3 Immediate Actions (This Week):

- 1.
- 2.
- 3.

My Success Metrics (How I'll measure progress):

- Personal Branding:
- Skill Development:
- Networking:

My Accountability System:

- Share goals with manager during next 1:1
- Find accountability partner from today's session
- Set monthly calendar reminder to review progress
- Other:

Resources

Webinars

Top 20 Skills for Career and Business Success

Wednesday, August 13, 2025



Establishing Your Personal Brand

Tuesday, October 7, 2025



Podcasts

Squiggly Careers

How to be Awesome at Your Job

Happen to Your Career

