



Internal Branding Worksheet

In today's competitive workplace, how others perceive you is just as important as the skills and results you deliver. Your **personal brand** shapes how leaders, peers, and decision-makers in your organization view your value, leadership potential, and ability to contribute to high-impact projects. Completing this worksheet will help you assess the key elements of your personal brand and identify areas for growth.

For each section—**Visibility, Competence, Leadership, Internal Networking, and Consistency**—think carefully about the prompts. Be honest with yourself as you assess your performance. Rate yourself on a scale of 1-5, where:

- 1 = Needs improvement
- 5 = Excellent

Area	Prompts for Thought	Rating (1-5)
Visibility	How visible are you to decision-makers and leaders in your organization? Do you regularly share updates? Do others see the impact of your work?	
Competence	How well do your skills, knowledge, and work performance reflect your ability to deliver results? Are you recognized for your competence by your peers and leaders?	
Leadership	How often do you take on leadership roles, either formally or informally? Do you step up when there's an opportunity to lead? Do others look to you for guidance?	
Internal Networking	How strong are your internal relationships with peers, mentors, and leadership across different departments? How well do you collaborate across departments? Do you build connections that could help you gain visibility or access to new opportunities?	
Consistency	Are you reliable in delivering consistent results over time? Are you seen as someone who can always be counted on?	



Now that you've completed the **Personal Branding Worksheet**, you have a clearer understanding of where you stand in key areas such as **visibility, competence, leadership, internal networking, and consistency**. The next step is to translate these insights into a strategic plan using a **SWOT analysis**. This will help you map out your strengths, weaknesses, opportunities, and threats, giving you a comprehensive view of how to leverage your brand for career growth.

Strengths

What do you excel at, and how can you leverage these strengths?

Look back at the areas where you rated yourself highly in the personal brand evaluation. These are your strengths. Use these guiding questions to help identify your strengths:

- Which of the five areas (visibility, competence, leadership, networking, consistency) did you score well in?
- What specific skills or qualities do others recognize you for?
- How do your strengths contribute to your success in your current role or organization?
- In what areas are you consistently relied upon by your peers or leaders?

Examples:

- "I am highly visible to leadership because I regularly present in meetings."
- "I consistently deliver high-quality results and have a reputation for being reliable."

Weaknesses

Where do you need improvement, and how are these weaknesses holding you back?

Think about the areas where you rated yourself lower in the personal brand evaluation. These reflect your weaknesses, or areas where you need growth. Consider the following:

- Which areas did you struggle in during the self-assessment? (e.g., low visibility, weak leadership presence, etc.)
- Are there skills or behaviors that might be limiting your career growth?
- How have these weaknesses affected your performance or recognition within the organization?

Examples:

- "I'm not very visible to key decision-makers because I rarely share my work proactively."



- “My internal networking is weak; I don’t engage much with colleagues outside my immediate team.”

Opportunities

What external factors or upcoming events can help you grow your brand?

Opportunities often come from external factors such as upcoming projects, changes within your organization, or networking opportunities. Reflect on how you can use your strengths or address your weaknesses to seize these opportunities:

- Are there upcoming high-visibility projects that you can join?
- Are there mentors, managers, or peers who could help you build your brand?
- How can you use your strengths to take advantage of new opportunities?
- Are there professional development opportunities (training, certifications) that could enhance your brand?

Examples:

- “There’s a new leadership project starting next quarter that I could volunteer for.”
- “I have the chance to connect with senior leaders in an upcoming company event.”

Threats

What external factors could undermine your personal brand or career growth?



Threats are obstacles that could stand in the way of your progress. They might include organizational changes, competition, or limited resources. Consider:

- What challenges exist in your organization that might hinder your visibility or growth?
- Are there competitive colleagues who might overshadow you?
- Could changes in leadership or corporate structure threaten your current standing?
- Are there emerging industry trends or technologies that you're not keeping up with?

Examples:

- "Organizational restructuring might limit my access to leadership."
- "A colleague with stronger networking skills might get promoted ahead of me."



Now that you've completed your personal brand evaluation and SWOT analysis, it's time to focus on your next big move. Setting a high-level career goal will give you a clear direction and purpose as you work on enhancing your personal brand. This goal could be anything that reflects your professional aspirations, such as securing a promotion, landing a new job, taking on a leadership role, or earning a raise.

1. Define Your Goal

Reflect on what you want to achieve in the next 6 to 12 months. Your goal should be **specific, measurable, and ambitious**, but also realistic within the timeframe. Some examples of high-level goals might include:

- **Promotion:** "I want to be promoted to Senior Project Manager within the next year."
- **New Job:** "I want to secure a new position at a company with growth opportunities within the next 6 months."
- **Raise:** "I want to earn a 10% raise within the next performance review cycle."

Prompt:

- What do you want to accomplish in the next phase of your career?
- How will achieving this goal impact your career, financial status, or personal growth?

2. Set Two Actionable Steps to Achieve Your Goal

To reach your high-level goal, break it down into **two concrete steps** you can take over the next few months. These steps should be **specific actions** you can implement based on the results of your personal branding worksheet and SWOT analysis.

Actionable Steps Examples:

- **Step 1:** "Increase my visibility by volunteering for a high-visibility project and presenting at least once in a department-wide meeting."
- **Step 2:** "Strengthen my internal network by scheduling one-on-one meetings with two senior leaders and attending at least one networking event per month."

Prompt:

- What are two specific actions you can take in the next 3 months to help you move closer to your goal?



- How will these actions address the strengths, weaknesses, opportunities, and threats identified in your SWOT analysis?
