



Directions: Just like your organisation has a brand which defines the customer experience – you have a ‘**personal brand**’. Your personal brand is about how you make a contribution to your organisation and team’s success. It’s about what people think when they hear your name and what experience they have with you. Take time to reflect on your personal brand and how your mentor could support you in developing this further.

Step 1: WHAT IS YOUR CURRENT BRAND NOW. Write down what you perceive your brand to be now. Where can you find this information? What do people think of when they hear your name?

Step 2: WHAT WOULD YOU LIKE YOUR BRAND TO BE? Note down how you would like to change or strengthen your brand. What would you like people to think of when they hear your name? Experience working with you?

Step 3: WHERE CAN YOUR MENTOR HELP? Review Steps 1 and 2 with your mentor – where and how could they assist you in practical terms?
