

Building Out the Foundation of Your Brand

Understanding Your Value Proposition

I. Identify Your Audience

In the space listed below, list out the individuals in your targeted audience. To help define this group, consider the following:

- Who is important to me in my pursuit of goals?
- For whom can I make a difference based on my experience, skills and expertise?

My target audience includes:

<u>Audience Category</u>	<u>Individuals in my Target Audience</u>
Bank Leadership	
Bank Team/Dept	
Co-workers (<i>not on the same team/in the same dept</i>)	
Customers	
Vendors	
Other	

II. Matching Your Skills, Strengths and Values to Your Audience & Their Needs

- a. Reflect back on June's exercises, where you identified, and asked for feedback, on your strengths and values. Identify the ones that you feel are key to what your value proposition will be and list them in the table below.

<u>Strengths</u>	<u>Values</u>

- b. Identify the gaps that your strengths and values can address

<u>Audience Category</u>	<u>Gaps/Needs</u>
Bank Leadership	
Bank Team/Dept	
Co-workers (<i>not on the same team/in the same dept</i>)	
Customers	
Vendors	
Other	

III. Creating the Foundation for Your Personal Brand

Now that you have identified your audience, expertise/value, and the gap you can uniquely address, it is time to start narrowing down the above to create a concise personal brand statement.

Taking the answers from above, complete the following sentences. Feel free to re-structure any portion of what is below as this is just one of many templates for a personal brand statement.

For _____ *(your audience)*

I'm the best at _____ *(your expertise)*

Which helps/addresses _____ *(the gap you can address)*

By _____ *(how you will fix the problem)*

Don't expect to complete the above with your "final" product. This will take time and probably several versions to get to a place you like. Some suggestions as you work on this are:

- Complete this exercise and put it aside. Revisit it when you have a fresh outlook and assess "does this really describe me?". Make edits and put it aside again. Repeat as many times as you need.
- Share this at your next mentor/mentee meeting. Ask for feedback and if this resonates with them.
- Select one or two people that you trust from your identified audience to share it with and ask for feedback.