



WORKSHEET: YOUR 360 INTERVIEW

Branding is not who you think you are but what others think and say about you.

WHAT ARE PEOPLE SAYING ABOUT YOU?

We all brand people every day in our minds and outwardly in what we say about them.

- Meredith is a brilliant strategist.
- Carlos is a marketing master.
- Raj, he's a great guy and a real comedian.

You might think you already know what others see and say about you, and now it's time to actually find out.



SEND THE FOLLOWING QUESTIONS TO FRIENDS, CO-WORKERS, AND CLIENTS

State that you are working with a coach to develop your personal brand and ask them to answer the questions as honestly as possible using three to five words.

Let them know you have thick skin and would appreciate their candid feedback, as it's important to get an accurate picture of the impression you are making on people.

1. WHAT THREE WORDS BEST DESCRIBE MY PERSONALITY?

2. IF YOU DIDN'T KNOW WHAT I DID FOR A LIVING, WHAT WOULD YOU GUESS?

3. PLEASE SHARE ONE OR TWO THINGS I COULD CHANGE IN THE WAY I COMMUNICATE?

4. WHAT DO YOU SEE AS MY TOP STRENGTHS?

5. WHAT CAREER COULD YOU DEFINITELY NOT SEE ME IN?

6. HOW WOULD YOU DESCRIBE ME TO SOMEONE WHO HAS NEVER MET ME?
