

Test yourself

The first step when developing your personal brand is to become conscious of what you stand for. A good place to start is to reflect on the choices you make and always ask why you made them. The questions below are intended to help you identify what you offer, that is, to understand what you value and what you stand for.

The main questions are WHAT/WHICH and WHY, some questions are more searching, others less so – I have deliberately alternated between deep and everyday questions. The question “why”, which is tagged onto many of the questions, is by far the most important. With the help of these “why” questions you will, in time, be able to formulate somewhere between three and five personal core values.

These questions are not exhaustive and there are no definitive answers. Furthermore, the answers change over time, as indeed they should, because we are organic creatures and not predefined schedules.

Some questions and answers may feel difficult to reflect on and respond to – remember they exist to record your values and that there are no right or wrong answers. The main thing is that you find out what you stand for. Remember too that values are something you can change if you are not happy with the picture that unfolds.

None of this is unchangeable. It is an organic, perpetually ongoing process, but the more you know about who you are and what you stand for, the more open and focused on the world you can be.

Name:

Age:

Family:

Profession:

Domicile:

Which non-profit-making organisation do you see as the most important? Why?

What is your favourite type of music? Why?

Which political party do you vote for? Why?

What is most important in your life?

If you were to choose another occupation, which would you choose? Why?

If you were 20 years-old again, is there anything you would do differently? What? Why?

What is your dream job? Why?

What do you wish you could do in your spare time? Why?

What do you do in your spare time?

What do you regard as the most important qualities in a spouse/partner?

What do you regard as the most important qualities in a friend?

What do you think are the most important qualities in a colleague?

What are your most important qualities as a friend?

What are your most important qualities as a spouse/partner?

If you were given a million pounds to help others, what would you do? Why?

If you were given a hundred thousand pounds to spend on yourself, what would you do? Why?

Which clothes shop is your favourite? Why?

What is your favourite colour? Why?

Which literary genre is your favourite; crime, non-fiction, poetry, the modern novel, humour etc.? Why?

What is your favourite television channel? Why?

What is your dream holiday? Why?

What would be your most important strength if you were a doctor?

What would be your most important strength if you were a police officer?

What would be your most important strength if you were CEO of General Motors?

List your three strongest qualities. Give real-life examples of each quality from either your professional or private life.

List three qualities you wish you had. Why?

What are the most important ingredients in describing your competence (e.g. qualities, knowledge, experience, motivation)

If you see people suffering on television, what do you do? Why?

Do you possess knowledge or qualities that are not being used in your current job? Which?

What is your most important contribution to your current job?

What do you want to contribute?

What are you most afraid of?

What do you hope for more than anything else?

How do you think you are perceived by the world around you?

How would you like to be perceived?

Ask five people in your life to describe you using three words each.

What is it that drives you? Well, I'm driven by my desire to...

When you know what you stand for, you can formulate a number of key messages about yourself:

- your core values
- your motto
- your mission
- your business idea
- your story of yourself

Your core values are the values that form the basis of all your choices and attitudes.

My core values:

You formulate your motto based on your core values: "The children come first", "Life should be fun", "Duty before desire", "Honesty is the best policy" etc.

My motto:
