

# Is Your Brand Growing With Your Career?

Your career is constantly evolving. Your skills, experiences, responsibilities, and goals change over time — and your personal brand should grow with you.

Your personal brand is more than your LinkedIn profile, resume, or professional bio. It is the reputation you build through your work, communication, relationships, and the value you bring to others.

Use this check-in to reflect on how clearly you are communicating your value, where your professional brand may need attention, and what you want to become known for next.

## 1. Clarity: Can You Clearly Communicate Your Value?

A strong personal brand starts with understanding who you are, what you do, and the value you bring.

### Ask yourself:

How confidently can you answer the question, “Tell me about yourself”?

- ☐ I can clearly explain my background, strengths, and goals.
- ☐ I understand the value I bring to a team, organization, or community.
- ☐ I can describe what makes my skills and experiences unique.
- ☐ I have a clear understanding of what I want others to know about me.

### Reflection:

How would you describe yourself professionally in 2–3 sentences?

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## 2. Strengths: What Do You Want to Be Known For?

Your personal brand is built around the qualities, skills, and strengths that make you valuable.

**Ask yourself:**

What strengths do people recognize in you?

- ☐ I know the skills I want to be known for.
- ☐ I understand the experiences that have shaped my professional identity.
- ☐ I can explain what I do well and how it benefits others.
- ☐ I continue developing the skills that support my goals.

**Reflection:**

What are three qualities, skills, or areas of expertise you want people to associate with you?

1.

2.

3.

## 3. Reputation: Does Your Brand Match How Others See You?

Your personal brand exists whether you actively manage it or not.

Your actions, communication, and relationships all influence your professional reputation.

**Ask yourself:**

- ☐ The way I describe myself matches how others experience working with me.
- ☐ I consistently demonstrate the values and qualities I want to be known for.
- ☐ I understand how my communication style impacts my reputation.
- ☐ I actively seek feedback to continue improving.

**Reflection:**

What do you think others currently know you for?

What do you want to become known for?

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## 4. Consistency: Is Your Professional Presence Aligned?

A strong personal brand is built through consistency between your words, actions, and professional presence.

Consider your:

- Resume
- LinkedIn profile
- Professional bio
- Online presence
- Communication style
- Work performance
- Networking conversations

**Ask yourself:**

- ☐ My professional profiles accurately represent who I am today.
- ☐ My online presence supports my career goals.
- ☐ The way I communicate matches the reputation I want to build.
- ☐ My professional materials reflect my current experience and goals.

**Reflection:**

Are there any areas of your professional presence that need to be updated?

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## 5. Visibility: Are You Sharing Your Value?

Personal branding is not about constantly promoting yourself. It is about making your knowledge, skills, and experiences visible in meaningful ways.

**Ask yourself:**

- ☐ I communicate my accomplishments with confidence.
- ☐ I participate in conversations related to my interests or expertise.
- ☐ I share ideas, knowledge, or experiences that support my goals.
- ☐ I build relationships with people who can help me grow.

**Reflection:**

What is one way you can become more intentional about sharing your value?

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## 6. Growth: Does Your Brand Reflect Who You Are Today?

Your personal brand should evolve as your career grows.

The goals you had earlier in your journey may not be the same goals you have today.

**Ask yourself:**

- ☐ My personal brand reflects my current skills and experiences.
- ☐ I regularly reflect on my professional growth.
- ☐ I update my goals as my career develops.
- ☐ I continue learning and building new skills.

**Reflection:**

What has changed about your professional identity over the past year?

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## 7. Direction: Is Your Brand Supporting Where You Want to Go?

A strong personal brand helps create opportunities aligned with your goals.

**Ask yourself:**

- ☐ I know what opportunities I want to pursue next.
- ☐ My current reputation supports my future goals.
- ☐ I am intentionally building relationships in areas that matter to me.
- ☐ I know what skills and experiences I need to continue developing.

**Reflection:**

What do you want your personal brand to help you achieve next?

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## Your Personal Brand Action Plan

Based on your reflections, identify three actions you can take to strengthen your personal brand.

### Action Step #1:

What is one thing you can do to better communicate your value?

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### Action Step #2:

What is one skill, relationship, or experience you want to develop?

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### Action Step #3:

What is one change you can make to better align your professional presence with your goals?

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## What Do You Want to Be Known For Next?

Your personal brand is not about creating a version of yourself for others to see.

It is about understanding your value and intentionally building the reputation you want to create.

Take a moment to identify:

**Three qualities, skills, or areas of expertise you want people to associate with you:**

1.

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2.

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3.

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**One action you will take to strengthen your professional brand:**

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## **Continue Building Your Brand**

Building a strong personal brand takes reflection, consistency, and intentional growth.

Bogues Group's Brand Builder framework helps students, professionals, entrepreneurs, and organizations identify their strengths, communicate their value, and develop the confidence needed to create meaningful opportunities.

Learn more about Brand Builder resources, workshops, and professional development programs through Bogues Group.