

www.pwc.com/us/personalbrand

Aspire PwC's personal
brand experience

Master plan



*Grow your
own way*

Aspire

This *personal brand master plan* is your personal roadmap to success. It's your opportunity to aspire and achieve. This *master plan* has two primary functions:

First, it's the place where you can distill what you learned about yourself throughout PwC's personal brand experience. It will help you take the most important insights from your *personal brand workbook* and compile it into one document.

Second, it's your action plan. There are places throughout this document for you to record your action commitments so you can move your brand forward. You can transfer these to your "to-do list" or calendar to ensure you take action.

Be your best self. Stand out from your peers.

Grow your own way.

.....
Name

.....
School

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Step 1

*Tell your
story*



Step 1 Tell your story

From the work you did unearthing your skills and strengths and validating them with feedback from others, list your top five strengths—your superpowers—below. Provide a brief description of what each power means to you.

My top five strengths are:

.....
Strength 1

.....
Strength 2

.....
Strength 3

.....
Strength 4

.....
Strength 5

List three ways you will use these strengths to achieve your goals (e.g., perform better in school, pursue an internship or job, etc.):

1
.....

2
.....

3
.....

Step 2

*Value your
passions*



Step 2 Value your passions

My passions are:

.....
.....
.....

My values are:

.....
.....
.....

Passion integration plan

Ways to integrate my passions into my day-to-day activities and connect them with my long-term goals (e.g., internship, job, etc.) are:

.....

Values alignment plan

Ways to bring my values further into alignment are:

.....

Step 3

*Share your
skills*

Step 3 Share your skills

Look at the values and passions you just documented and refer to the potential organizations you listed in your *workbook*. Make a short list of the organizations that you think would be the best fit for you:

Organizations

.....

.....

Now, refer to your *workbook* for the roles you identified that would help you maximize or develop an important skill. Make a plan to pursue those roles at the organizations you listed above. Refer to the ideas provided below:

First, get clear:

- Learn more about the organization(s)—perform web research
- Prioritize them based on what you learn
- Talk to someone at the organization to learn more, or attend a meeting or event
- Connect with the person/people responsible for the role you would like to hold to confirm it is right for you

Once you are sure:

- Join the organization
- Deliver value/prove yourself
- Pursue the ideal role you would like to hold
- Make goals and a plan for your actions
- Document your accomplishments
- Update your branded bio to reflect your achievements

Step 4

Stand out online

A decorative graphic consisting of three vertical bars of varying heights and colors. The tallest bar is dark red and is positioned to the right of the main text. To its right is a shorter orange bar. On the far right edge of the page is a thin, vertical red bar that spans the entire height of the page.

Step 4 Stand out online

From the priorities you established in your *workbook*, identify the measures of online identification on which you're going to focus:

Volume
 Relevance
 Purity
 Diversity
 Validation

Then, for just the measures you selected above, list the online brand-building actions you will take and indicate the date by which you will complete them:

<i>Measure</i>	<i>Actions</i>	<i>Completion date</i>
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Volume

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Relevance

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Purity

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Diversity

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Validation

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Step 5

*Make your
brand plan*

Below is a list of some actions you can take to make your branded bio visible. Just as each brand is unique, your plan for where you post your branded bio will be unique to you. As a result, consider the items in the list that will be most appropriate for you. There is space at the end of the list where you can add your own ideas.

The actions I will take to use my branded bio are:

- Update my LinkedIn summary
- Update my Facebook page
- Update my branded bio on my Blog, Vlog, or website
- Create/update my YouTube Channel profile
- Create/update my Google profile
- Create a short version of my branded bio to include in job applications, etc.
- Create a personal portal (e.g., about.me, flavors.me, etc.)
- Update my Twitter profile
- Create a version of my branded bio for the “about me” section of a cover letter
- Use my branded bio in a graduate school application
- Get a professional head shot to include in my online brand
- Create a branded video bio

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