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Aspire PwC's personal  
brand experience

# Work book



*Grow your  
own way*

# Aspire

You can use this *personal brand workbook* and the companion *personal brand master plan* in conjunction with the videos and materials on PwC's **personal brand experience website** to clarify your personal brand so you can maximize your success. It's likely you spend a lot of time focusing on your classes and probably spend less time being introspective and thinking about where you want to go in life. Going through this personal brand experience is your opportunity to learn more about yourself so you can make decisions and plans that can help you maximize your school experience and begin charting a course for your career.

As the name implies, this *workbook* was designed to be a working document you can use to gather your thoughts as you move through the activities we've designed for you. The companion *master plan* is the place where you can record what you learned from the activities in the *workbook* and translate it into actionable commitments that will help you build your brand.

There are a couple of different ways you can use the *workbook* and *master plan*:

- 1** You can save these documents to your computer and work with them online, entering your content into the fields of the PDF; *or*
- 2** You can print these documents and write your responses in the fields provided.

Whatever you choose, remember, these documents are all about you. They are your opportunity to record your thoughts about your brand so you can review them as you progress in your studies and begin to **grow your own way**.

.....  
*Name*

.....  
*School*

**Aspire** PwC's personal  
brand experience

***Workbook***



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*Step 1*

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*Tell your  
story*

A decorative graphic on the right side of the page consists of several vertical bars and diagonal lines. From left to right, there is a yellow bar, an orange bar, and a red bar. Each bar has a diagonal line extending from the bottom-left corner towards the top-right corner, creating a sense of depth and movement.

## Step 1 Tell your story

### What are your superpowers?

As William Arruda shared with you in the video, strong brands are clear about who they are. They know and maximize their strengths. Here we'll give you the opportunity to uncover and define your skills and strengths—your superpowers. You'll be using a three-part process: *Document, Distill and Validate*.

### Part 1: Document

- Brainstorm a list of your greatest personal successes. This could include class projects, volunteer activities, internship experiences, sports, etc.
- Focus on the times when you were outstanding and truly enjoyed what you were doing.
- Select two or three of the most powerful projects or activities.
- Using the prompts below, capture the essence of the challenges associated with each project as well as the actions you took and the corresponding results.
- Then, reflect upon the motivated skills you used in each instance to ensure project success.

To help guide you through this activity, take a look at the completed example below, then document your responses in the tables that follow.

<i>Project</i>	Volunteer activity at Feeding the Homeless
<i>Challenge</i>	Create a giving campaign to get local farms to donate fruit and vegetables
<i>Actions</i>	Developed the campaign slogan; interviewed farmers to understand their motivations to give; wrote copy for the brochure; identified the top ten potential food donors
<i>Results</i>	Received nearly half a ton of fresh produce
<i>Motivated skills</i>	Creative writing; research skills; interviewing/communicating skills; intuition; relationship building

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**Unearthing your strengths**

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*Project*

---

*Challenge*

---

*Actions*

---

*Results*

---

*Motivated skills*

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**Unearthing your strengths**

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*Project*

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*Challenge*

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*Actions*

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*Results*

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*Motivated skills*

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**Unearthing your strengths**

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*Project*

---

*Challenge*

---

*Actions*

---

*Results*

---

*Motivated skills*

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**Part 2: Distill**

Looking at the skills you identified, ask yourself these questions. When ready, document your responses below:

- Which skills came up over and over?
- Which are my motivating skills—the skills that get me excited?
- Which are going to be most helpful in achieving my career goals?
- What skills are missing? What skills would I like to build but have not yet had the opportunity to practice?

**Enter your responses:**

---

*Skills I use consistently*

---

*Skills that motivate me*

---

*Skills that will help me reach my goals*

---

*Skills I need to develop*

---

**Part 3: Validate**

Up until now, the activities have been focused on your own perceptions. Now it's time to validate what you documented about yourself. Take a look at your responses and identify words or phrases to describe your superpowers. For example, you might use *creative*, *relationship-builder* or *make the complex simple*.

Now get input from those around you. Do others experience your superpowers? Would they agree with your assessment?

You have a couple of options for completing this part of the process:

**Option A**

Complete this phrase and post it to your Facebook, LinkedIn, or Twitter feeds.

*As part of PwC's personal brand experience, I completed an exercise to help me unearth my strengths. I came up with "strength 1, strength 2 and strength 3." What do you think are my greatest strengths?*

**Option B**

Ask your friends, professors, and others in your brand community (unprompted) what they think sets you apart from others, then compare their responses to your self-assessment. You could do this in person or via email, whichever you think may give you the most honest responses to help you complete your profile.

Once you have decided on your top three to five strengths—based on your responses and the feedback from others—document them in your *master plan*.

*Step 2*

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*Value your  
passions*



**Part 1: What ignites you?****Unearthing your passions**

When you integrate your passions into what you do, you are excited, engaged and unstoppable. In this activity, you'll have the opportunity to step back and think about your passions, how you can integrate them into what you do and how you can connect them with your career goals.

Begin by entering your responses to the three passions questions below:

**Question 1**

Think back to a time when you were doing something and you were so involved in it that you lost track of time. Perhaps you started in the morning and looked up and it was dark or you missed a class or lunch because you were so involved. What were you doing?

*Your response:*

---

**Question 2**

Imagine yourself at a party. You're talking with a group of people and you are having a good time. Then, you overhear that the group next to you is talking about something that really interests you. In fact, you would rather be part of their conversation. What are they talking about?

*Your response:*

---

**Question 3**

Congratulations. You just won \$50 million in the lottery. What will you do?

*Your response:*

---

## Step 2 Value your passions

Now take a look at your responses and ask yourself these questions:

- Did I see a connection between two or among all three responses?
- Is there one response that is more exciting to me than the others?
- Am I connecting my passions with my studies and career goals?

Distill what you learned about your passions into a few words or phrases and document them in your *master plan*.

## Step 2 Value your passions

### Part 2: Values

In this three-step activity, you'll work towards identifying, defining, and aligning your values.

#### Step 1: Identify your top five values

- Go through the list of values in the table below and eliminate words that don't resonate with you.
- Go through the list again and place a check mark next to the values that are important to you.
- Go through the short list of values you checked, and from that list pick your top five. Once you've identified your top five values, write them on page 17.

#### Values

<i>Accessibility</i>	<i>Compassion</i>	<i>Faith</i>	<i>Knowledge</i>	<i>Security</i>
<i>Accomplishment</i>	<i>Completion</i>	<i>Fame</i>	<i>Leadership</i>	<i>Sensitivity</i>
<i>Accountability</i>	<i>Contentment</i>	<i>Family</i>	<i>Learning</i>	<i>Significance</i>
<i>Accuracy</i>	<i>Control</i>	<i>Fidelity</i>	<i>Love</i>	<i>Sincerity</i>
<i>Adventure</i>	<i>Courage</i>	<i>Flexibility</i>	<i>Loyalty</i>	<i>Speed</i>
<i>Affection</i>	<i>Creativity</i>	<i>Fun</i>	<i>Mindfulness</i>	<i>Spirituality</i>
<i>Affluence</i>	<i>Curiosity</i>	<i>Generosity</i>	<i>Optimism</i>	<i>Spontaneity</i>
<i>Altruism</i>	<i>Dependability</i>	<i>Grace</i>	<i>Originality</i>	<i>Stability</i>
<i>Ambition</i>	<i>Determination</i>	<i>Growth</i>	<i>Passion</i>	<i>Strength</i>
<i>Assertiveness</i>	<i>Directness</i>	<i>Health</i>	<i>Peace</i>	<i>Success</i>
<i>Balance</i>	<i>Discipline</i>	<i>Honesty</i>	<i>Perfection</i>	<i>Sympathy</i>
<i>Bravery</i>	<i>Diversity</i>	<i>Humor</i>	<i>Power</i>	<i>Teamwork</i>
<i>Calmness</i>	<i>Efficiency</i>	<i>Imagination</i>	<i>Prosperity</i>	<i>Understanding</i>
<i>Celebrity</i>	<i>Empathy</i>	<i>Impact</i>	<i>Punctuality</i>	<i>Vision</i>
<i>Challenge</i>	<i>Enthusiasm</i>	<i>Independence</i>	<i>Recognition</i>	<i>Wealth</i>
<i>Charity</i>	<i>Excellence</i>	<i>Integrity</i>	<i>Relaxation</i>	<i>Winning</i>
<i>Clarity</i>	<i>Experience</i>	<i>Intelligence</i>	<i>Reliability</i>	
<i>Comfort</i>	<i>Expertise</i>	<i>Justice</i>	<i>Resourcefulness</i>	
<i>Commitment</i>	<i>Fairness</i>	<i>Kindness</i>	<i>Respect</i>	

## Step 2 Value your passions

List your top five values here:

Value #1

.....

Value #2

.....

Value #3

.....

Value #4

.....

Value #5

.....

Now rank your values with your most important value being number 1, second most number 2, and so on. Write the value next to the appropriate numbered line.

Value

Definition

#1

.....

#2

.....

#3

.....

#4

.....

#5

.....

Sentences (see following page)

***Step 2: Define these values***

The words you selected are important because they mean something specific to you. It's important to be clear about exactly what these words mean to you, as sometimes people have different interpretations of the same word. For example, two people may have selected "flexibility." To one, "flexibility" means the ability to be nimble in work style on a day-to-day basis. To another, "flexibility" means the interest in adding value to different types of organizations or working on different types of projects.

Since the words you chose resonate with you, you likely have a strong association with a way of describing them that is both personal and powerful to you.

*Go back to the previous page. Use the lines below the values you listed and write a sentence that describes what the value means to you.*

**Step 3: Align**

Now perform a quick self-assessment to measure your alignment with these values. For each value, give yourself a score of 1 to 5, where 1 indicates, “I am really not living this value,” and 5 indicates, “I live this value consistently.”

1	1	2	3	4	5
.....					
2	1	2	3	4	5
.....					
3	1	2	3	4	5
.....					
4	1	2	3	4	5
.....					
5	1	2	3	4	5
.....					

In your *master plan*, document your top five values. For each value where you gave yourself an alignment score of three or less, list some things you will do to bring those values into alignment.

*Step 3*

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*Share your skills*

***What's your cause?***

As we shared with you in the video, giving back is good for society, it's good for you, and it's part of successful branding. In this activity you'll identify the philanthropic options that will be most valuable to you. Follow the four part process:

***Part 1: Decide***

I want to use this opportunity to:

- a. Showcase a strength
- b. Develop a new skill

**Part 2: Synthesize****Questions****Responses****Skills/Strengths**

Which of the superpowers you identified in Step 1 would you like to showcase or which skill was missing that you'd like to build?

**Values**

Look at your values. Which cause(s) might connect with those values?

**Passions**

Think about your passions. Think about what type of cause might connect with those passions? Can you think of specific organizations that align with those causes?

**Goals**

What is your goal for an internship or the job you would like to have when you graduate?

***Part 3: Identify organizations***

Take a look at your responses and think about specific causes and organizations that connect with who you are and what you would like to achieve. These could include:

- Opportunities at your school.
- Local philanthropic or professional organizations.
- National philanthropic or professional organizations (you could contribute virtually even if there is no local opportunity).
- An organization or event that you could start yourself (which would show outstanding leadership skills).

Ask friends, colleagues, professors, or a mentor for their input as well. Talk to others about their volunteer activities and why they selected them to see if any of those reasons resonate with you personally.

*Document your ideas below:*

---

## Step 3 Share your skills

### Part 4: Identify roles

Now, think about the roles that might exist in the organizations you identified in Part 3 that will help you achieve your goal to showcase or develop the skills you identified.

For example, if you selected the local chapter of the American Marketing Association (AMA) and you'd like an opportunity to develop your project management skills, you might identify the role of event planner to give you an opportunity to manage all the activities related to planning and implementing programs and events.

Or, if you selected Students Against Drunk Driving (SADD) and you'd like to showcase your public speaking skills, you might want to take on the role of traveling to local high schools and speak to students about the dangers of drunk driving.

Refer to the two examples below:

#### Example 1

##### Skills/strengths:

Relationship-building, collaboration

##### Values:

Respect, excellence, discipline, caring for others, generosity

##### Passions:

Animals (pets)

##### Goals:

Ideal first job out of school in a health care organization, working on therapies for helping people

##### Potential organizations:

ASPCA, local non-profit veterinary clinic, Seeing Eye Dog Society, non-profit clinic for the homeless

##### Potential roles:

Welcome reception, greeting clients, working as part of a team to make animal issues visible, working across organizations getting them to collaborate

#### Example 2

##### Skills/strengths:

Managing people, teaching, coaching

##### Values:

Teamwork, winning, competition, optimism, growth

##### Passions:

Sports, entrepreneurship

##### Goals:

First internship: working for a consulting firm that has high tech start-ups as clients, or working for a start-up

##### Potential organizations:

School extracurricular sports programs, Junior Achievement, Young Entrepreneurs Society, local small business associations, etc.

##### Potential roles:

Starting a sports organization at school, teaching and coaching students on Junior Achievement projects, managing a small project for an entrepreneurial organization

**Step 3 Share your skills**

Now, list two or three roles you think will be most helpful to you:

*Role #1*

---

*Role #2*

---

*Role #3*

---

Use your *master plan* to refine your thoughts and make a plan to contribute to a cause.

*Step 4*

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*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 on the left. 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.

***What does Google say about you?***

Use the *Online ID Calculator* to understand how your brand shows up on the web. After googling yourself and answering a series of questions, you'll receive your results along with advice for enhancing your virtual visibility.

After you have used the *Online ID Calculator* and watched the video tips on [PwC's personal brand experience website](#), document your plans for enhancing your virtual brand. Find out how on the next page.

## Step 4 Stand out online

First, assign a priority to the work you want to do to improve in each of the measures of online ID: *1 = very important; 2 = somewhat important; 3 = less important*. In the table below, give each of the five measures a priority:

<b>Measure</b>	<b>Priority</b>	<b>Action</b>
<i>Volume</i>		
<i>Relevance</i>		
<i>Purity</i>		
<i>Diversity</i>		
<i>Validation</i>		

Then, in the *Action* section of the table, document your plans for enhancing your virtual brand.

Now, transfer your actions into your *master plan*, along with dates by which you'll complete them.

*Step 5*

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*Make your  
brand plan*

***Are you ready?***

It's time to take what you learned and put it all together in a branded bio that you can use to communicate your unique promise of value to people who are making decisions about you in both the real and virtual world. You've probably spent some time on your résumé, and that's great. It's an important career marketing tool that will help you land an internship or your first job after school. Your branded bio is just as important.

Unlike a résumé, which is a chronological list of credentials and accomplishments, your branded bio is a unique depiction of who you are. You'll use it to enhance your online brand and you can use it to complete your social media profiles or accompany an article you may write.

Your goal in writing your branded bio is to convey your unique promise of value in a way that gets others to want to know you.

*Here's an example of a fictionalized student's bio:***Before: Bio**

A junior in the Business School at Menton State University, Student #1 holds a 3.5 GPA. Student #1 has also taken several electives in the arts and is interested in a career in marketing and advertising. Student #1 completed an internship at QAL Interactive where he or she worked on social media campaigns for health care clients. In high school, Student #1 was the class president in their junior and senior years and was active in fundraising for the arts programs.

**After: Personal brand bio**

In their branded bio, Student #1 incorporated what he or she learned about himself or herself from the personal brand activities. Here were the responses:

**Skills/Superpowers:** Project management, creativity, relationships

**Values:** Collaboration, adventure, curiosity, teamwork, making a difference

**Passions:** Drawing, creative writing, snowboarding

**Social Cause/Role:** Creative side of marketing, project leadership, working at the local AMA chapter, contributing to the campus advertising society

A junior with a 3.5 GPA in Business Administration at Menton State University, Student #1 is a marketing enthusiast and an accomplished artist and writer. In addition to taking every marketing course offered, Student #1 completed six electives in the arts over the past three years. After his or her sophomore year, Student #1 interned at QAL Interactive where he or she applied his or her creativity and project management expertise to build social media campaigns for health care clients. In high school, Student #1 was the class president in his or her junior and senior years. Student #1 used their collaboration and relationship-building skills and desire to make a difference to join forces with other local area high school student councils to raise money for local arts programs. A true adventurer and avid athlete, Student #1 spends his or her winter breaks perfecting his or her snowboarding technique.

***Follow the three steps to turn your current bio into a branded bio.***

***Step 1: Find your most current bio***

You can use your LinkedIn summary or other social networking profile as the “before” version of your bio. If you don’t have any of these, write a paragraph about your accomplishments.

***Step 2: Incorporate what you learned about your brand***

Take a look at what you have learned about yourself and edit your bio to include your motivated skills, passions and values. Use examples to back up what you say makes you exceptional.

***Draft your bio in the space provided below:***

---

**Step 3: Validate**

Take a look at your bio and make sure that it is:

- Relevant
- Easy to understand
- Compelling
- Memorable
- Differentiated
- Authentic

Once you have refined your bio, test it out with friends, peers, professors, and a mentor to get their opinions and make any further edits. Now, with your final version, you can:

- Post it to social networking sites to increase your online brand—this will help with volume and relevance.
- Use it when applying for internships, volunteer roles and jobs.
- Post it somewhere you can read it regularly as a reminder of who you are and what makes you exceptional.

Remember to update your bio each time you complete something new. For example, you can discuss your contributions to the social cause you identified in Step 3.

Now, document how you will use your bio in your *master plan*.

# Aspire

***Personal branding is not a one-time event.***

Your personal brand is ever-evolving. As you gain experience and grow, your skills and interests will evolve and grow with you. In time, you may want to revisit this *workbook* and perform the activities again to identify your areas of strength and your areas for development, and to help drive your *master plan*.

***Thank you for participating in  
PwC's personal brand experience.***

We hope it has helped you to identify your strengths, your passions and what makes you stand out. This experience will give you clarity about where you would like to take your career.

Check back often as we plan to update our site with new content, videos, tools, and information that will be helpful to you as you progress at school and prepare to join the workforce.

*We wish you all the best in your studies and your career.*

Aspire PwC's personal  
brand experience

*Grow your  
own way*

