

W**180**ORK

Personal Brand Workbook



work180.com.au

What is a personal brand and why is it important?

Developing your personal brand is essential to fast-track your career, whether that's within an existing organisation or starting your own business. Sometimes, the term 'Personal Brand' can become confused with the notion of shameless self-promotion. However, this is not the case.

A Personal Brand is something everyone has, the decision is now whether you choose to cultivate that brand or not. So, you may be thinking, what is a Personal Brand? A personal brand is simply your perception out there in the world- it's what your clients, friends, colleagues think of you and what you represent.



This workbook should be completed after reading our 4 Simple Tips to Develop a Personal Brand guide - request a copy by emailing hello@work180.co.

It is designed to help you explore your strengths and amplify those along with identifying areas that require more focus and development. Answer as many questions as you can, and reflect on them regularly to track progress.

1. Who are you now?

(What's your job role, what are your strengths, how are you perceived by others?)

2. Where would you like to be in:

6 months _____

1 year _____

2 years _____

5 years _____

3. What do you value?

4. What difference do you want to make?

5. What has been consistent throughout your career?

6. What has improved and evolved throughout your career?

7. What makes you different to others?

8. What special skillset have you developed throughout your career?

9. What has made you successful so far?

10. Who have been your biggest influencers so far?

11. What are some ways you can see yourself having an impact in your field?

12. What skillset, experience and education do you need to achieve your dream role?

13. What experience is going to be most valued by your dream employer?

14. LinkedIn checklist:

- | | |
|---|--|
| <input type="checkbox"/> Do you have a professional photo? | <input type="checkbox"/> Is your volunteer history complete? |
| <input type="checkbox"/> Is your summary complete outlining your current skills and achievements? | <input type="checkbox"/> Do you have recommendations from colleagues/managers/clients? |
| <input type="checkbox"/> Is your work history complete and up to date? | <input type="checkbox"/> Do you have skills listed with endorsements? |
| <input type="checkbox"/> Have you listed any awards received under each job role? | <input type="checkbox"/> Are you following groups and companies relevant to your industry/expertise? |

15. What would you like to be known for?

16. How would you like to be perceived by your colleagues and managers?

17. What industry associations and network groups can you join to meet other people in your line of work?

18. Who are some people that can help you along your career journey?

Our mission is:

“To finally put an end to workplace discrimination, so that everyone is valued equally and businesses can enjoy the benefits of a gender diverse workforce.”

Three years ago, WORK180 flipped the traditional job platform model on its head – by shifting the power to women job seekers through our pre-screen process of employers.

Instead of job seekers providing their credentials, we check the credentials of the employer. If they meet a certain benchmark, they are approved to post jobs.

In a global first for job platforms, employers are handing over:

- Pay gap figures
- Flexible working policies
- Amount of paid parental leave

Along with a total of 20 criteria.

We are also improving workplaces, seeing 80% of rejected employers change their policies to successfully re-apply.

We work with some of the **largest brands** in Australia with over 1000 new jobs added weekly to the platform.

Set up a job alert, browse jobs, assess endorsed employers and subscribe to our newsletter to join the WORK180 network:

www.work180.com.au



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WORK180 Co-founders

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 /diverse-city-careers

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