

## 6 Tools to Help Evaluate Your Personal “Brand Equity”

There are millions of people all over the world who have a lot of similar qualities as you do. Never forget that there is only one you! Your personal Brand Equity is a total of all the distinct qualities of who you are based on the different thoughts and feelings of how people experience you. You can't control what people think of you, but you can control yourself.

Take the personal Brand Equity evaluation to help you determine what the qualities are that help you stand out from other people.

### What are 2-3 things you are known for?

**1** You are good at many things. Identify those things about yourself that stand out from other people. Are you more committed to getting things done right the first time? Do you take initiative without being asked? Do you bring humor to tough situations? Are you creative?

### Have you set goals for your brand equity?

**2** What other qualities will you work on to help you stand out among your peers by this time next year? Be intentional about adding one or two additional qualities to your brand.

### Are you currently being challenged to grow in any capacity?

**3** It is important to move out of your comfort zone. This can be a daunting task, but it is necessary to experience the change that you are seeking in your life. Take on a new stretch assignment at work. Read that book. Sign up for that class. Take some action that will move you beyond the place you are in.

### What are the new things you've learned in the past 90 days that bring value to your growth?

**4** Day-to-day, we tend to focus on everything and everyone else except ourselves. Most times, none of these things bring value to your growth. It's time to change that by setting [SMART](#) (click)\* goals. Before you know it, you will see a significant difference in your growth.

### How do you market yourself and grow your networks?

**5** Networking is important to building a strong personal brand. You have to engage with others in the spaces you want to be in, and engage with people who have the skills you want to gain. What are the elements of your networking and marketing program? How many additions have you made to your personal and professional networks?

### Try a new experience to enhance your resume.

**6** Growth requires intentionality on our behalf. What type of new experiences will you seek to enhance your resume? You may request a stretch assignment at work, take an online course or take on a volunteer experience. New experiences bring increased value to your brand.