

# My Personal Brand

## Worksheet

Answer the questions below. First, work on your own to complete column two, 'What would you say?' Then, in a group, complete column three, 'What do your friends say?'

1. My Personal Brand	2. What would you say	3. What do your friends say?
<p><b>Question 1: Appearance</b></p> <p>Think about how you present yourself: body language, clothing, posture; what do people first notice about you?</p>	<p>For example: I smile a lot and have good eye contact.</p>	
<p><b>Question 2: Abilities</b></p> <p>Think about your strengths; what aspects of these stand out when you complete tasks?</p>	<p>For example: I am a confident around new people.</p>	
<p><b>Question 3: Personality</b></p> <p>Think about your behaviours, how you communicate with others and your attitude</p>	<p>For example: I have a positive outlook.</p>	
<p><b>Question 4: Difference</b></p> <p>Think about how you stand out from the crowd. What separates you from others? What are your values and drivers? What do people remember about you?</p>	<p>For example: I can be quite loud and believe social responsibility is really important.</p>	

Think about what you have learnt and how you can apply this in new situations – such as the next time you meet someone for the first time or when you apply for a new job. How do you introduce yourself? What does your handshake say about you? Test it out with a friend or family member and ask for feedback.

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