

PERSONAL BRAND WORKBOOK (PART I)

NAME:



MATT STEFL
mstefl@lmu.edu

In preparation for our work session, print and complete the following four parts in this workbook:

Allow 1-2 weeks so you don't rush the process. Details for each activity are laid out in the respective section in this workbook.

I - THIRD-PARTY EVALUATIONS

Take both of the suggested online assessments; they are rooted in research and very illuminating. Take the optional assessment if you're feeling ambitious.

II - SURVEY

Find out what people you know think about you. Be a good pal and give them plenty of time to respond.

III - PERSONAL BRAND JOURNAL

Pour your heart out in a journal just like you did in highschool, just with way less drama this time.

IV - ANALYZE + SUMMARIZE

Synthesize and reflect on what you've learned.

Part I:

THIRD-PARTY EVALUATIONS

There are quite a few third party assessment tools. Following are three free online resources to help you begin to get a deeper understanding of your personality, strengths, working style and more. Take part I and II. Save a copy of your results for part IV. If you're feeling ambitious take the optional Redbull Wingfinder.



II) RICHARD STEP APTITUDE TEST

This free assessment borrows from the Clifton StrengthFinder test. The 84 question survey takes about 5-7 minutes to complete and tells you how strongly you match with the 25 possible strengths. Don't mind the site -- it's not slick, looks like it's from 1997 and pushes some overt opinions -- but the results are insightful (and free). [Find it here.](#) Once you enter the site, scroll down to find the questions.

I) MYERS BRIGGS PERSONALITY TEST

This classic assessment leverages Carl Jung's work in psychology. The MBTI we know today was developed by a homemaker (Myers) and her daughter (Briggs). The exam results place you in one of sixteen different personality types. [Take the test here.](#)

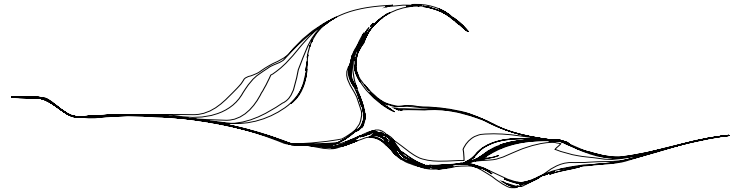
Based on your MBTI personality type, [check out what they say about you here.](#) Be sure to watch the video.

OPTIONAL: REDBULL WINGFINDER

This free assessment, from the makers of your favorite energy drink, measures a variety of strengths according to four key areas: creativity, thinking, drive and connections; which are then divided into 25 subcategories. The test takes about an hour if you power through and gives a relatively comprehensive report at the end. It's also pretty fun to take. [Find it here.](#)

PART II:

FRIEND/FAMILY/COLLEAGUE SURVEY



Ask 5-10 people whom you think know you reasonably well (and will tell the truth) to provide input on the questions below. Try to get a mix of family, friends and people whom you've worked with (e.g. colleagues, bosses, clients, staff). This can be done in person or via email. If you're feeling brave, put a few of these questions out on social media and see what comes back. Feel free to add your own questions, too.

1 What are the first three words, in order, that come to mind when you think of me? Why?

2 If I were a home/kitchen appliance or garage tool, which one would I be? Why? (e.g. a refrigerator because you're the center of activity and always keeping things fresh)

3 What would you say are my biggest strengths? What am I uniquely/particularly good at? (feel free to inquire on weaknesses/shortcomings, too).

4 Which well-known or famous person would you say that I'm a lot alike? Why?

5 What famous consumer brand would you say best represents me? Why? (e.g. Redbull because you're daring, adventurous and cool.)

6 What do you value me the most for? Why?

PART III:

PERSONAL BRAND JOURNAL

Reflect upon and answer the following five questions. It is recommended that you complete this with old-fashioned pen and paper.



1 Write down 2-3 of your absolute favorite things to do. What is it about them that you love?

1

2

3

2 When do you feel most inspired and/or in flow (where large amounts of time pass in the blink of an eye)? Why? (think about projects, activities, time spent with friends and family, engaged conversations, etc)

3 Write down 3-5 things that you feel you are uniquely/particularly good at? Why do you think you're so good?

1

2

3

4

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4 As a kid, what did you want to do “when you grow up?”

5 If money were no object, how would you spend your time?

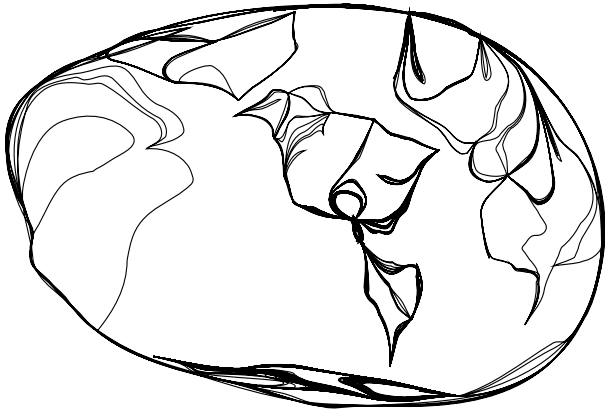
6 What are three specific school/work projects or assignments that you had a lot of energy and enthusiasm towards? What was it about them that energized you?

1

2

3

7 When are you at your worst (e.g. least inspired, crankiest, most stressed)? Why?



PART IV:

ANALYZE + SUMMARIZE:

Now that you've dug deep, let's synthesize—looking for patterns, conflicts, surprises and insights that resonate intellectually and emotionally. There are two main parts:

- A** Summarize friends/family/colleague survey responses. What did people say? Did different groups say different stuff? What did nobody say? Were there any surprises?

B

Now compare and contrast everything you've heard, learned, written and thought from the survey, personal journal and personality/strengths tests. What stands out as interesting and/or important?



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