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| **What is to be achieved** | Define and promote my professional brand so that others clearly recognize my individual core values, understand my career aspirations, and realize my value by effectively conveying my identity and distinctiveness as a professional. |
| **What tasks, actions and projects to be completed will contribute to completion of this performance objective** | Assess the current perception of, or lack thereof, my professional brand by eliciting feedback from my team, peers, and superiors. Develop a list of my individual core values to better understand who I am, what I stand for, and what drives me toward success. Define my professional brand and develop a strategy to consistently promote my brand. I will identify those from whom I would like to elicit feedback about my opportunities to develop and what they see as my possible blind spots and potential derailers. |
| **What deliverables are expected** | I will reinforce my professional brand and my individual core values consistently through my words and actions. I will assert my aspirations with confidence. Others will come to trust my brand because I will live my brand and walk the talk. |
| **What are the dependencies** | As I identify my individual core values and define my professional brand, am I identifying and selecting values and branding that are true to me? I must become self-aware and be honest with myself. I need to open myself up to feedback on the selected values and branding to know if I can exemplify and live up to them or if I am missing the mark on who I am and what I have to offer. Gaining the commitment of those identified to provide me feedback. |
| **How often will progress be reviewed** | Review monthly on my own. Review quarterly with my accountability partner(s). When I review my progress, I will consider the following: Is this the professional brand identity that best represents who I am and what I can do? Is this brand identity something that creates value in the eyes of my team, my peers, my organization, and other key stakeholders? What risks am I taking by exhibiting this brand? Can I live this brand? |
| **What resources and support are needed to accomplish this objective** | I need honest feedback from trusted advisors including my peers, my team, my manager, and my business partners about my professional brand, how I am living up to it, and where I am falling short. I need to develop my emotional intelligence skills, specifically self-awareness, to ensure I am seeing myself as I am portraying myself. |
| **How will successful achievement be measured** | Clearly defining my individual core values and professional brand will be the first marker for success. Promoting and living out my brand and receiving affirmation through feedback will be the next marker. |
| **What is the expected completion date** | In six months, I will have clearly defined my professional brand. I will continue to evaluate, revise, and promote my brand throughout my career. |