



Defining the Essence of You

BY KRISTINE STEINBERG

Your brand is what makes the essence of you tangible to the world around you. It's what you're known for. It's how you speak, how you act, and what you stand for. But it also goes deeper — it's how you make people feel that truly drives your brand home to those around you. Answer the following questions to define your brand essence.

How would you describe yourself at your best, highest self?

How would you describe yourself at your worst, lowest self? How can you let go of this?

What do you stand for? What makes you unique and distinguishes you from others? How do you want to be known?

What are you really good at? What is the intrinsic value you bring to your team, relationship, organization, or profession?

Who do you need to connect with to learn more about your brand so that you can realign it? What support do you need from others in order to live your ideal brand?

Do you want support in defining and refining your brand essence? Email your completed worksheet to me at kristine@kismet-consulting.com and I will be in touch.

