



## Your Personal Brand Action Plan FINAL: Part 3 of a 3-Part Series

*Download Parts 1 and 2 (click on title) to prepare for this month's Part 3.*

**Part 1: Your Personal Brand "Year in Review"**

**Part 2: Your Personal Brand Vision**

### Introduction

The Executive Connections LLC "Managing Your Personal Brand" 3-part ezine series is designed to guide you to reflect on where your Personal Brand is and where it's headed. The **END GOAL**: to create an actionable PERSONAL BRAND PLAN that will support you to take your Personal Brand to the next level.

### "Personal Brand Action Plan" Exercise

Goals are "dreams with a deadline." Use the following templates to create strategies and action plans for each of your 3 SMART goals for next year, including:

1. SMART Goal (1, 2, 3)
2. Action Steps (Steps 1, 2, 3, etc. Each Goal)
3. Resources (People, Facilities, Money; Available or Needed)
4. Support Team (Who)
5. Cost (Time, Love, Money)
6. Timeline (Milestones, Completion Date, By When)

#### Step 1: Build a powerful support network.

Engage and enroll your most powerful personal and business connections and resources to support you in achieving your goals. List people you know and who you want to know. Hopefully, there are at least 25.

Your top 3 influencers and/or support resources are:

	WHO	WHAT	HOW
1.			
2.			
3.			



# 2012 Personal Brand Action Plan Template

**Step 2:** For each of your 3 SMART goals for 2012, create a "Personal Brand Action Plan" by completing the below worksheet. Keep it simple.

Goal #1: To \_\_\_\_\_

<b>Action Steps</b> <i>How</i>	<b>Resources</b> <i>People, Facilities, Money</i> A. Available B. Needed	<b>Support Team</b> <i>Who</i>	<b>Cost</b> <i>Time, Love, Money</i>	<b>Completion</b> <i>Milestones, by When</i>
Step 1:	A. B.			
Step 2:	A. B.			
Step 3:	A. B.			
Step 4:	A. B.			
Step 5:	A. B.			

**NOTE TO SELF:**

**Evidence of Success:** How will I benchmark my progress?

**Evaluation Process:** How will I determine that my goal has been reached?

**Enlist** a "Goalfriend" or coach to support you.

## Let Us Support You to Manage Your Personal Brand and Take It to the Next Level!

“Personal Brands are not born...they are developed over time.” —Lola White

*As a partner of Executive Connections LLC, Lorraine “Lola” White leads EC’s Career & Reputation Management practices and Personal Branding Strategies. Lola works personally and confidentially, on a one-to-one basis, building personal brands with many of our senior-level clients. She helps to customize, create and implement personal brand leadership, lifestyle and legacy goals and results-oriented action plans within a short time frame.*



To receive a brief experience of the MYPB Personal Brand Program, please contact Lola at her email address, [lwhite@executiveconnectionsllc.com](mailto:lwhite@executiveconnectionsllc.com), for a 45-minute complimentary Personal Brand Assessment.

**EXTRACT** - Assessment: Where You Are Now, Collecting Personal and Professional Information

**EXPLORE** - Research, Identify and Evaluate Opportunities and New Direction

**EXPRESS** - Create Your Brand Future: Identify Your Brand Vision, Goals and Attributes

**EXUDE** - Manage Your Brand Plan: Create an Outline for Your Brand Future

*Lola White is the personal brand champion for progressive leaders who want to step into their desired lifestyle and create a career legacy of which they can be proud. With her inspiring and motivating style, Lola is known for turning ideas and plans into action. As a results producer, she has invested 15+ years building businesses and rebranding leaders to reap the rewards of their efforts and serve as role models. Be the change you want to see is the thread that connects everything she does!*

*She recently designed and launched the Goddess Cottage, her inspirational office and brand retreat center for busy executives to make time to be the architects of their futures. She serves as her clients’ brand manager and advocate to create a more powerful brand, not only for themselves, but also for the companies and people they lead.*

*For more information on Lorraine “Lola” White, please visit her LinkedIn profile and view what other executives have to say about her work.*

If you would like to forward or reprint this worksheet or any of our information in your ezine, blog or website, you have our permission to do so as long as it is accompanied by the following information:

Authors Jeff Gundersen and Lola White lead the team at Executive Connections LLC, an executive search consulting and executive coaching firm, specializing in serving organizations and senior-level executives in the following primary business sectors: Marketing Services, Media, Financial/Insurance Services and Healthcare.

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