

## IDENTIFYING YOUR STRENGTHS WORKSHEET

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To produce a really good picture of your strengths and weaknesses it is important to get feedback from others. Remember, building your brand starts with having clarity on your strengths—what you see in yourself and what others see in you.

By getting that external feedback, you can validate what you think are your “stand out” qualities.

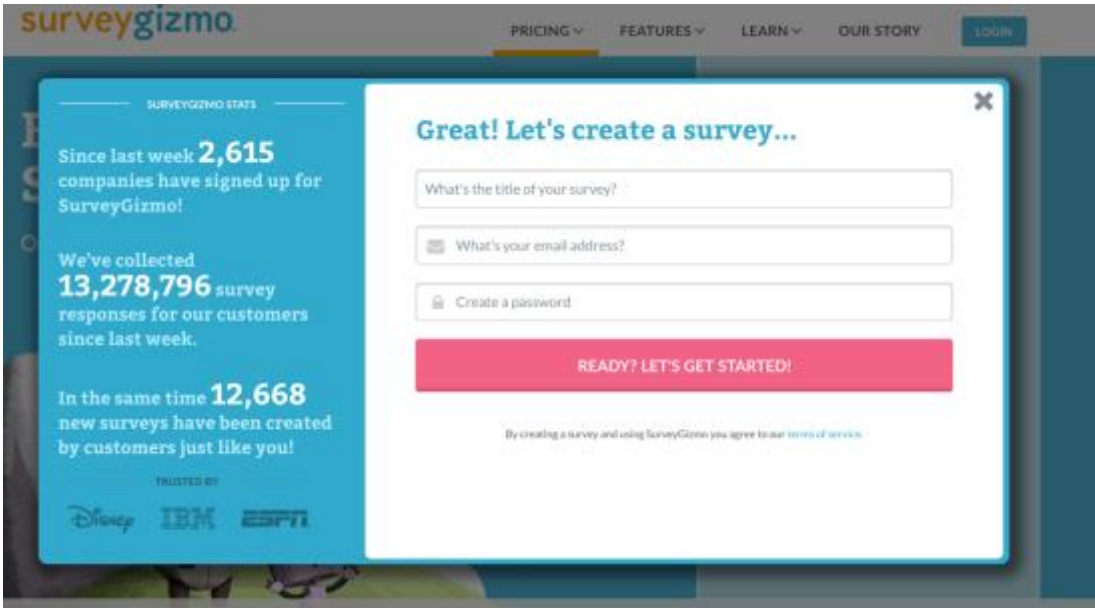
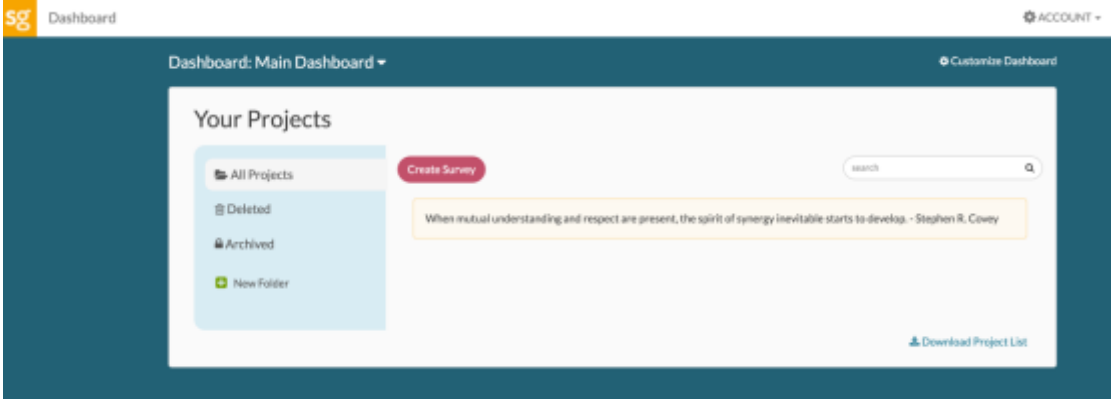
People with strong brands are clear about who they are. They know and maximize their strengths. They get feedback from others to validate how others experience them.

Now is your chance to uncover and define the unique skills and strengths that will help you stand out from the crowd.

Follow the instructions below to set up your own electronic survey of your strengths. Start with a self-assessment, and then give others the opportunity to provide feedback on what they see as your greatest strengths.

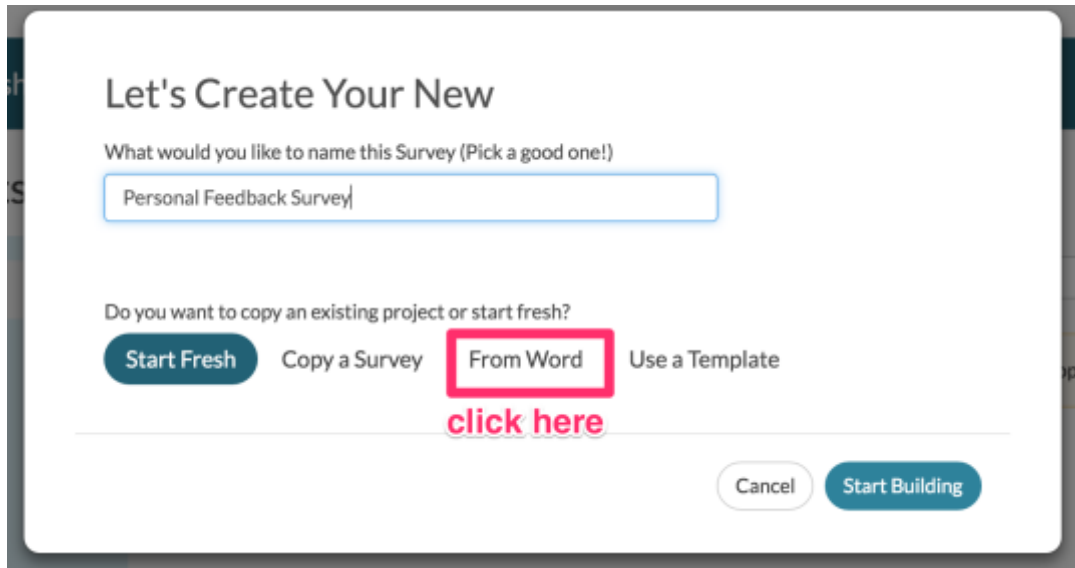
Ask them to complete the survey and return it to you within a week. People will be more likely to complete it candidly if they know their feedback will be anonymous.

## CREATE YOUR SURVEY

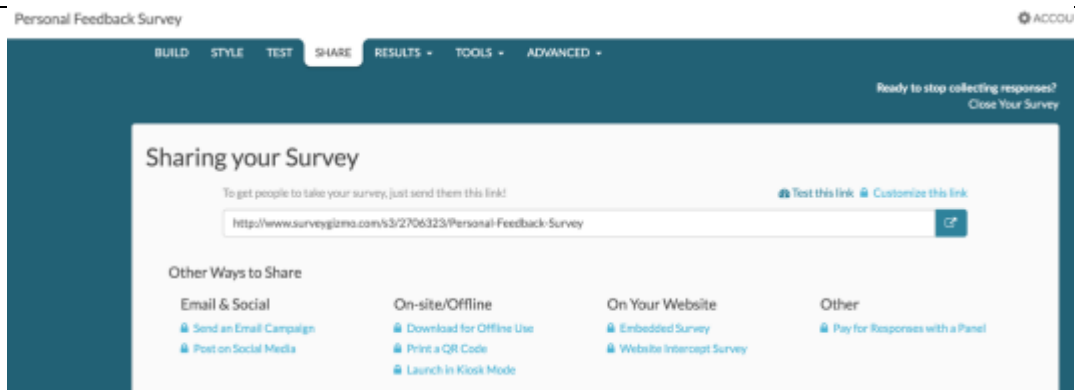
<p><b>Step 1</b></p>	<ul style="list-style-type: none"> <li>• Got to <a href="https://surveygizmo.com">surveygizmo.com</a></li> </ul>
<p><b>Step 2</b></p>	<ul style="list-style-type: none"> <li>• Create a free account by clicking on pricing and then choosing free</li> <li>• Click on Try Building A Survey.</li> <li>• Enter the name of the survey – this isn't the survey you will use so it doesn't matter at this point</li> <li>• Input your email</li> <li>• Enter a memorable password</li> </ul>
	
<p><b>Step 3</b></p>	<p>Once you are logged in click to go to the main dashboard</p>
	

**Step 4**

- Create a new survey
- Enter a survey title – suggest “personal brand feedback”



- Click on the “**From Word**” button
- Copy the text in the Personal Brand Survey word document and paste it into the box
- View your survey, check it over and then customize the end
- Once the form has been imported and created you are set to share it.



- Send survey to respondents
- Draft a cover letter that includes the URL link to your survey.
- Email it to as many respondents as you’d like. Include friends, peers, teammates, family, co-workers, etc. Select respondents who know you well so that you can obtain relevant feedback.
- Include a response date that is within 1 week of you initiating your survey. This will help you quickly gather responses.

## Example Email

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Hello,

As I prepare for a new business opportunity, I'm seeking input on how others experience me through our interactions. This short survey with some questions will help me obtain valuable feedback on my brand and my strengths.

I'm sending this survey to you because I value your input. The survey should take no more than 5 to 10 minutes to complete, and I ask that you complete it by <DATE>.

I'm sending this survey to about 25 people and will receive an aggregated response report without specific feedback attributed to the individual responder. Please be candid so that I can learn about the impact I have on others.

The survey link is included below. Thank you in advance for your time.

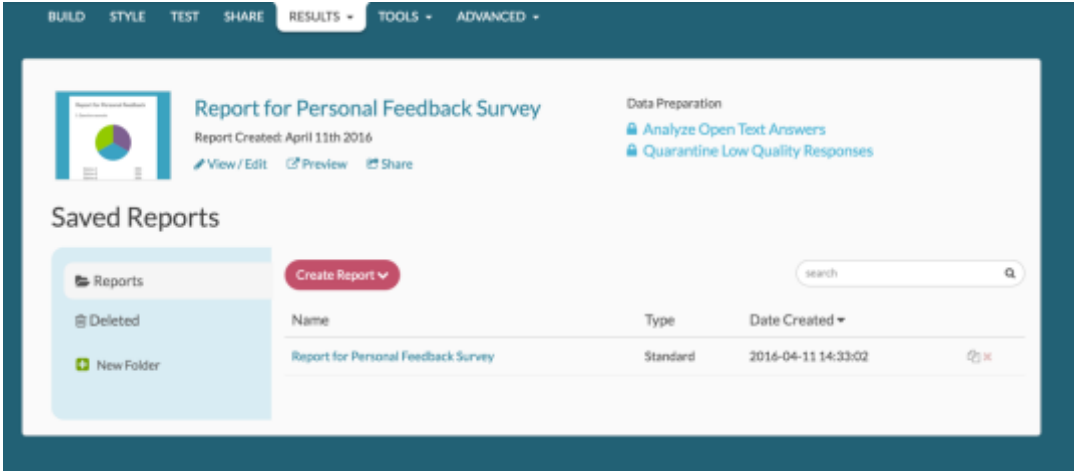
<NAME>

<ADD LINK FROM STEP 7: GET YOUR URL LINK.>

## RUNNING A REPORT

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Once people have completed the survey you will need to run a report and make sense of the feedback from people.

<p><b>Step 1</b></p>	<ul style="list-style-type: none"> <li>• Log back into the system</li> <li>• Use the email and password you used to create your account.</li> <li>• You'll immediately see a dashboard with the number of respondents to date.</li> <li>• Click on the "Results" tab at the top of the menu bar.</li> <li>• Click on "Reports" from the drop down.</li> </ul> 
<p><b>Step 2</b></p>	<ul style="list-style-type: none"> <li>• Click Create Report and then select Standard</li> </ul>
<p><b>Step 3</b></p>	<ul style="list-style-type: none"> <li>• You will then be able to filter and analyse your results</li> </ul>

## SELF ASSESSMENT OF YOUR STRENGTHS

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Use the questions below to help uncover your inner strengths.

1. What was the most successful task or job I ever tackled, and what made me successful?
2. What was the most important role I ever fulfilled and why?
3. When faced with an overwhelming obstacle, what's my "go to" skill to overcome it?
4. What are the strengths that others acknowledge in me?
5. What strengths and skills came up over and over again?
6. Which skills do I enjoy using as often as possible, regardless of the task?
7. What skills have I mastered but would rather not use every day?
8. Which strengths and skills are going to be most helpful for my voiceover career?
9. What skills are missing? What skills would I like to build but have not yet had the opportunity to practice?

## COMBINING THE INFORMATION

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The first part has been based on your self analysis and your own perceptions. Now, it's time to validate what you documented about yourself. How do others experience your strengths?

Would they agree with your assessment? You have three options for completing this part of the process. Do any one (or more) of these, then use the feedback responses to update your strengths diagram on the prior page.

*Write your top five strengths on the spaces below.*

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	<b>TOP FIVE STRENGTHS</b>
1.	
2.	
3.	
4.	
5.	

## SOFTEN YOUR WEAKNESSES

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It is really important to know both your strengths and your weaknesses. Everyone has weaknesses but it how you manage them that matters. That way you can say “yes” to those things that employ your greatest strengths, and you can say “no” to activities that aren’t going to serve your deeper purpose.

Weaknesses result and show themselves because of a lack of interest, lack of training or lack of awareness. Sometimes people are just not aware that they have developed habits and behaviours that impede them from achieving and growing. These type of weaknesses are often lethal to your future because they are the way you do things, but don’t realise their affect on others and your brand.

We can’t all be interested in everything and we certainly do not have the time to give to all our interests. For one reason or another we often lack energy and motivation for certain tasks. As a result, we do not put much effort in to doing them and perhaps they fall below our normal standards. The result though can be highly damaging to our personal brands.

Another major reason for weaknesses comes from lack of training and development. Often you need expert instruction and feedback to develop your skills. Without this our skills can languish and often fail to keep up with changes in the market or compete effectively with others. Developing our skills over our life is a vital part of continuing to keep your brand alive, relevant and competitive.

### *Identify Your Weaknesses*

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1. What are the weaknesses that I am aware of?
2. When working on a project, what roles do I avoid that may be important to my goals?
3. When faced with an overwhelming obstacle, what’s most likely to cause me to give up?
4. What was the least successful project I have ever tackled and what tripped me up?

<b>TOP FIVE WEAKNESSES</b>	
1.	
2.	
3.	
4.	
5.	

Look at the weaknesses that you and others identified. Which weaknesses are not essential to your career goals? (For example: if someone said you have terrible hand writing, you may not care too much if you can leverage a computer for written communications.) These weaknesses are not a great place to focus your attention.

Which weaknesses might hold you back from getting where you need to go? This is where you'll want to focus your energy.

Identify three weaknesses that you want to overcome because they may hinder your ability to achieve your goals.

<b>TOP THREE WEAKNESSES TO OVERCOME</b>	
1.	
2.	
3.	



## ACTION PLAN

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Create a good game plan to maximize your strengths and develop needed weaknesses. Your plan should be built on both your strengths and weaknesses. Create a plan that has three or preferably less so that you remain focused and actually achieve success.

What skills are missing? What skills would I like to build but have not yet had the opportunity to practice? What weaknesses would I need to turn to strengths?

Skill Current level Mentor Resources/opportunity

	<b>Skill</b>	<b>Current Level</b>	<b>Target Level</b>	<b>By When</b>
1.				
2.				
3.				

## APPENDIX – SURVEY TEXT

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If you were to describe my key attributes, which 7 words would you choose?<br>&emsp; &emsp;  
(Feel free to add your own words if you feel they are more accurate.)

[]Acknowledging

Adaptive

Aggressive

Analytical

Assertive

Change-ready

Committed

Communicator

Compassionate

Confident

Consistent

Contributor

Creative

Deliberate

Driven

Educated

Engaging

Enthusiastic

Ethical

Evaluative

Flexible

Generous

Grateful

Gregarious

Honest

Humorous

Initiator

Inspiring

Intuitive

Kind

Learner

Open-minded

Organized

Outgoing

Passionate

Perceptive

Positive

Precise

Proactive

Quiet

Relator

Reliable

Reserved

Resilient

Resourceful

- Respectful
- Rewarding
- Steady
- Supportive
- Thorough
- Thoughtful
- Transparent
- Trusting
- Trustworthy
- Unstructured
- Urgent
- Wise
- Other, please specify|Other1|Other
- Other, please specify|Other2|Other
- Other, please specify|Other3|Other
- Other, please specify|Other4|Other
- Other, please specify|Other5|Other

**When you reflect on your experience of me, please give me your impressions of the following:**

My greatest strength is:

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My greatest weakness is:

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I could be even more successful if I would do more...

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I could be even more successful if I would do less...

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Pick two of the options below to use as a metaphor for your experience of me.   
  
For example: *If I were a food what kind would I be and why? You would be a Snickers bar because you are both sweet and nutty, with a delicious sense of humor and you have enough substance to stick with things longer than most. If I were a mode of transportation what kind would I be and why? You would be a bullet train because you move at high speed, stop for nothing in your path and can carry a lot of people with you.*

**Animal** – What kind would I be and why?

**Book** – What would my title be and why?

**Food** – What kind would I be and why?

**Mode of Transportation** – What kind would I be and why?

[]<b>Musical Instrument</b> – What would I be and why?

First choice:

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Second choice:

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