

## *Personal Brand Profile*

<b>Mission</b>	Empower others to use their talents in the world.
<b>Vision</b>	I am a change agent and leader for programs and organizations to bring about the value of each individual, living in a world where people can contribute to society where they authentically use their unique talents.
<b>Needs</b>	Income to pay for necessities of life and support my business (\$x.xx per year). An environment that is safe, flexible, where I can express myself creatively. Connections to friends, family, and my community. Challenging work where I am continuously learning and growing. The ability to use my talents to serve others.
<b>Values</b>	Integrity, creativity, choice, community, congruency, learning, courage, enthusiasm
<b>Interests &amp; Passions</b>	Coaching, counseling, facilitating, managing people and projects, envisioning the big picture, helping others grow, teacher, leading, inspiring
<b>Strengths</b>	<i>Individualization:</i> I am intrigued by the unique qualities of each person, and focus on the differences between individuals. <i>Strategic:</i> I can sort through the clutter and find the best route. I have a distinct way of thinking and seeing patterns where others see complexity. <i>Leader:</i> I am energized by the journey from ignorance to competence.
<b>Personal descriptions</b>	National Certified Counselor, Professional Certified Coach, college professor, spiritual seeker, avid reader, world traveler
<b>Personality Attributes (360° Feedback)</b>	Inspirational, energetic, dynamic, extroverted, intelligent, fun, adventurous, challenger of the status quo
<b>Goals</b>	Serve professionals as both private individual clients and corporate clients. Run weekend workshops for the general public that are affordable. Conduct value-packed corporate trainings.
<b>Unique Promise of Value</b>	I am known for my creativity, enthusiasm, and intelligence by serving clients with respect, giving them individual attention, and treating them with unconditional positive regard. I am an expert in my field and use my knowledge to help my clients and students excel. My clients appreciate my solid, grounded approach during times of transition and trust my guidance through the process.
<b>Personal Brand Statement</b>	With an intelligent, customized approach, I bring creativity and enthusiasm back into the lives of professionals using my expertise in career development.

<p><b>Target audience:</b> Professional services and law firms. I understand this market and its unique position within a firm setting of maintaining a professional identity and trying to build clients.</p>	<p><b>Differentiation</b> Professional Certified Coach Certified Change Management Facilitator Four years of experience running corporate training change management programs Highly rated personal evaluations from former clients</p>
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