

My Personal Brand Action Card

Name: _____

Date: _____



Reflect across all four lenses. Then choose ONE small action to put into practice in the next 7 days. 1% Better.



1 | PERSONAL

My 3 words

The 3 words that describe how I want to show up and what I want to be known for:



2 | PROFESSIONAL

Build the reputation I want

ONE person I will connect with this week:

ONE action I will take to strengthen my professional brand:

Connect, contribute, share, create, introduce, comment or add value.



3 | TEAM

Help those around me rise

One action we can take as a team to be 1% Better



4 | COMPANY

Leave the jersey better

One small, consistent action I can take to leave my team or company better than I found it:



MY 1% BETTER COMMITMENT

Of everything above, the ONE action I will take in the next 7 days is:



INSPIRATION
Café

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Build What's Next*

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