

THE ROLE OF THE SENIOR HR CONSULTANT & HR CONSULTANT *DEFINE YOUR PERSONAL BRAND*

Whether we've consciously built it or not, we all have a personal brand - how we are perceived by those with whom we work. The factors that go into our brand include:

- What we choose to work on
- The people and groups with whom we choose to work
- What we are good at and enjoy doing
- How we respond to difficult situations
- How we deal with challenge
- How others perceive us based upon experiences with us and our work

Instructions:

What do you want to be known for at WSU? To define your personal brand, circle three to five words that best represent the strengths you have now or wish to acquire. Then consider ways in which you could emphasize these in your interactions with others.

Accountable	Action-Oriented	Adaptable	Agile
Agreeable	Analytical	Approachable	Assertive
Attentive	Benevolent	Bold	Bright
Calm	Carefree	Charismatic	Clever
Collaborative	Committed	Compassionate	Competent
Concerned	Confident	Confrontational	Conscientious
Considerate	Consistent	Creative	Curious
Decisive	Dedicated	Deliberate	Dependable
Determined	Diplomatic	Disciplined	Driven
Easy Going	Efficient	Energetic	Enthusiastic
Even-Tempered	Fast	Flexible	Friendly
Fun-Loving	Happy	Helpful	Honest
Hopeful	Humble	Independent	Innovative
Insightful	Inspired	Integrative	Intelligent
Intimate	Inventive	Kind	Knowledgeable
Listener	Lively	Logical	Loving
Loyal	Nurturing	Optimistic	Organized
Outgoing	Passionate	Patient	Peaceful
Persistent	Personal	Playful	Pleasant
Polite	Positive	Pragmatic	Prepared

Proactive	Productive	Quality-Oriented	Reality-Based
Respectful	Responsible	Responsive	Results-Based
Savvy	Self-Confident	Selfless	Sensitive
Service-Oriented	Sociable	Straightforward	Thorough
Thoughtful	Tireless	Tolerant	Trusting
Trustworthy	Unyielding	Values-Driven	

BUILDING YOUR BRAND REFLECTION QUESTIONS

What stands out to you about the strengths you've selected?

How do your signature strengths align with the needs of those with whom you interact?

In what way could you capitalize upon these signature strengths in your interactions with others?