



Build A Better You! Exercises

1. **Describe in your own words what is unique about you in terms of your profession/career.** For example, are you really creative? Technically savvy and/or proficient with social media tools? Maybe you are a math wizard and can build and manage budgets better than any of your colleagues. Please list as many unique strengths and skills that describe you.

2. **Define your personal Brand?** For example are you the most innovative meeting planner the company has ever hired or the most ethical and trustworthy supplier in the industry? Do you work for a five star “boutique” hotel? Describe what your clients, customers or colleagues would say about you. For example, what’s the buzz about you within the company and your industry?

3. **Define your company’s Brand?** For example is your company’s reputation known for delivering the highest quality service to it’s clients/customers? Describe what your clients, customers or colleagues would say about your company. For example, what’s the buzz about your company on the street?



4. What Social Media Tools are you currently using to market you and your company or organization?

5. What book are you currently reading to motivate, educate, and help you succeed in your career?