

When you're introducing your best friends, chances are that you will be able to articulate clearly their strengths and areas for development supported by specific stories.

The goal of this part of the [Personal Branding Exercise](#) is to learn about how others see you. Reach out to family members, close friends, colleagues, community organization members, etc. to learn more about the most notable aspects of your character.

Clients have voted this as one of the most powerful career exercises that they've done, helping them unearth some of their strongest qualities that they would've never noticed and the stories that built their character.

□ STEP 1: Get great information

Here are the questions your recipients will be asked:

- **Question 1:** Name of person filling out this survey
- **Question 2:** What are my talents/strengths/gifts?
 - *Description: What do you think are my greatest talents and strengths? What could I contribute to the world?*
- **Question 3:** When have I been at my best?
 - *Description: Do you have any stories of when you saw me performing at my best? What stood out to you?*
- **Question 4:** When have I shown the most enthusiasm?
 - *Description: in your opinion, what makes me most alive? What activities bring out my enthusiasm?*
- **Question 5:** What should I be working to improve?
 - *Description: Please be honest! I want to know what I should be thinking about as I look to grow.*
- **Question 6:** What do I need to know?
 - *Description: What do others think that I should be aware of?*
- **Question 7:** What potential career paths have you seen in my future?
 - *Description: What could you see me doing?*
- **Question 8:** What are the top three words you would use to describe me?

□ STEP 2: Send out the survey

- Draft an email introducing the purpose of your survey, why you're asking them for feedback, and what you're looking to get out of it. See the next page for a sample message.

External Brand Perceptions



Subject line: **Request for your feedback!**

Hi [Name],

[Insert quick personal note here]. I'm currently evaluating the personal and professional aspects of my life as I consider my future path. I would love your perspective as I go through this process, since I highly respect your feedback and consider you to be one of the people who knows me best. This survey is meant to help me become more aware of my strengths, activities to invest in, and areas where I could improve. Would you be willing to take my quick [10-minute survey](#) (found at bit.ly/My_Brand) to give me some feedback? Thanks so much!

□ STEP 3: Collect feedback through SurveyMonkey

- You will receive a report with the completed feedback two weeks after the first response to ensure that all results are incorporated. [Contact us](#) for if you would like to receive your results earlier.

□ Questions?

- [Contact us](#) via email at partner@sparreyconsulting.com.