

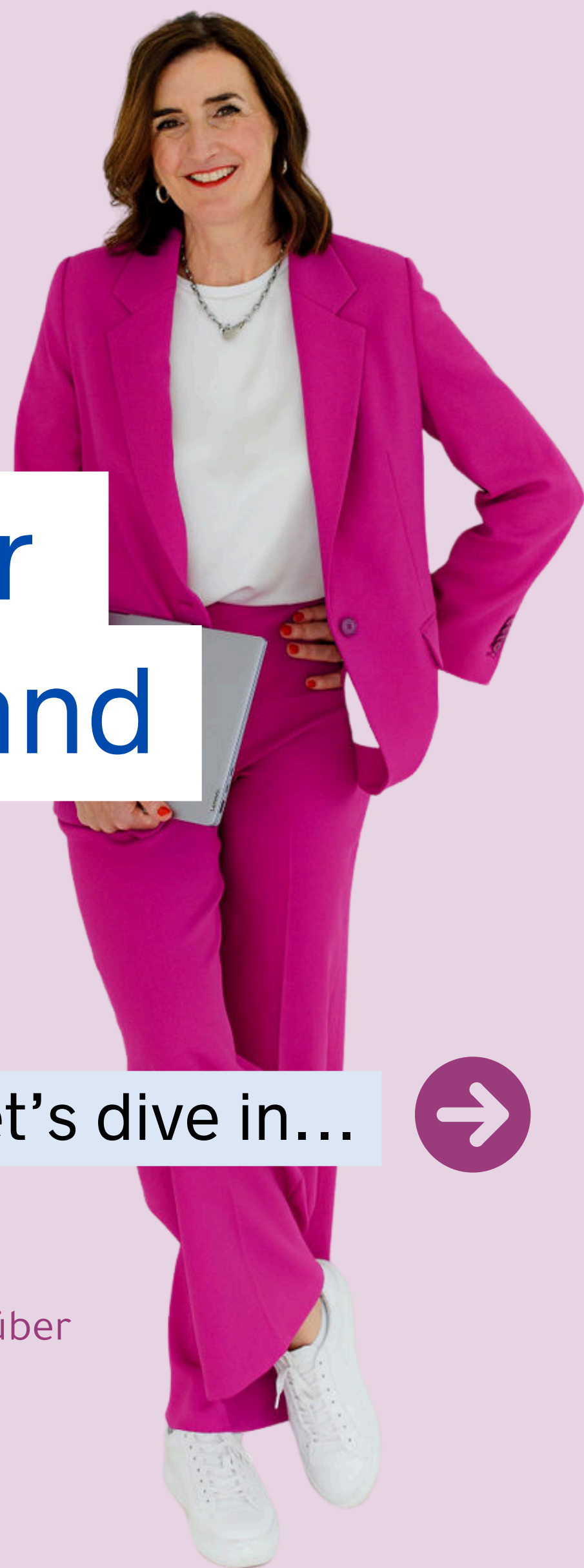


Building your Personal Brand

Authenticity is Key!
Ready to learn how? Let's dive in...



| Astrid Steingrüber





How do you perceive yourself?

What makes you stand-out?
Write down your top 4-6
strength.

Or you can use the “Strength
finder” (Gallup) or
“Principles You Assessment”
(Ray Dalio)





How do others perceive you?

Ask 3–5 trusted colleagues and/or friends.

How would they describe your strength?





How aligned is your self-perception vs. how others see you?

You can use the “Johari Window” to dig deeper. Look at your “Blind Spots” and the “Hidden area”





— “

Be yourself. Because
everyone else is already
taken.

” —

Oskar Wilde

