



THE BRAND OF YOU



BRAND ESSENCE

Your recognizable, tangible, and intangible sum of your attributes

ACCOMPLISHMENTS

Your accomplishments that illustrate your skill, value, & differentiators

DIFFERENTIATORS

Your unique and specialized talents and expertise

HARD SKILLS & EXPERIENCE

Your functional areas of strengths, certifications, and licenses

SOFT SKILLS & QUALITIES

Your interpersonal skills and emotional quotient

INTEREST & MOTIVATIONS

Your personal values, motivators, and passions

PERSONALITY

Your human characteristics that are reflected in your actions and choices