



B.R.A.N.D. Builder – For Career Transition

Use this worksheet to clarify your personal B.R.A.N.D. and design a focused, confident networking approach during your job transition.

Your personal brand is more than a title or resume — it's the story of what you value, how you work, and the kind of impact you're ready to make next. This worksheet helps you define and communicate that story clearly so others can see where you fit and how to help you get there.

Your brand is the bridge between who you've been and where you're going next. When you know your direction, you can speak with confidence, connect more intentionally, and attract the right opportunities for your next chapter.

 *"Clarity creates confidence — and confidence opens doors."*

B – Beliefs: Clarify What Drives You

- What values guide the kind of work or workplace you want next?
 - Which strengths make you feel most energized and fulfilled?
-  *Think: How can you express these beliefs when you describe what you're looking for?*

R – Representation: Show Up Where You Shine

- Where do you naturally build trust — online, in person, or through writing?
 - What kind of presence do you want to project (calm, confident, creative, reliable)?
-  *Think: How can your visibility help others see you as ready for your next role?*

A – Autonomy: Own Your Schedule and Energy

- How can you structure your week to balance outreach, applications, and recharge?
 - What boundaries help you stay positive and protect your energy?
-  *Think: Treat your transition like your next job — give it purpose and rhythm.*

N – Network: Activate Meaningful Relationships

- Who are your top five meaningful connections or potential allies?
 - How can you reconnect or show up on LinkedIn to strengthen visibility and trust?
-  *Think: Make your brand visible through genuine conversations, not just requests.*

D – Differentiate: Define What Makes You Memorable

- What do people consistently say about you or thank you for?
 - What impression do you want to leave after every conversation or interview?
-  *Think: What's the one sentence people should remember about you?*

My Brand Statement

When someone asks, “*What are you looking to do next?*”, use this as your confident bridge between past experience and future direction.

“I’m looking for a role where I can use my [top strengths/skills] to [create this type of impact or result] for [this type of team, company, or industry].”

My Brand Statement:

My Networking Energy Plan

List 2–3 actions you can take to grow your brand intentionally and sustainably this month.

 Choose one for *Visibility*, one for *Relationships*, and one for *Recharge*.

My Monthly Plan:

1.

2.

3.
