

HOW STRONG IS THE BRAND CALLED YOU?

Complete this quiz to reveal how strong your brand is and identify where you may like to make future improvement. You can answer the questions from a career or personal perspective.

SECTION 1 - AMBITION

	Question	Agree	Neither Agree or Disagree	Disagree
1	I have defined goals, short and long term and a time bound action plan to make it happen.			
2	I have a support group, coach or mentor to help support me in my objectives or goals.			
3	The people closest to me understand and support my goals and objectives.			
4	I am very satisfied with my life and have achieved many major goals to date.			

SECTION 2 – IMAGE

	Question	Agree	Neither Agree or Disagree	Disagree
1	If you asked 6 people to describe me, their descriptions would be very similar.			
2	I know what I believe in and am confident in sharing these beliefs in conversation should the need arise.			
3	You can tell the type of person I am from my appearance.			
4	People are often surprised that I am different from how they expected me to be.			
5	I usually take a back seat in conversations and “go with the flow” even if I disagree with what is being said.			

SECTION 3 – COMMUNICATION

	Question	Agree	Neither Agree or Disagree	Disagree
1	People are often confused or misunderstand what I ask them to do.			
2	I know what my body language is communicating and deliberately ensure that it supports my message.			
3	There is something that I do or say that I am known for.			
4	My personal image fits with my environment.			
5	My written communication supports my personal brand.			

SECTION 4 – FULFILMENT

	Question	Agree	Neither Agree or Disagree	Disagree
1	I have a passion for what I do.			
2	At the end of the day I feel a sense of dissatisfaction in my failure to achieve.			
3	I know what I want to achieve in life and am happy to share this with others.			
4	I greet each new day with a sense of frustration and dissatisfaction.			