

HOW STRONG IS THE BRAND CALLED YOU SCORING SHEET

Please circle the answer you have given.

Add up your total score in each column and compare your results with the **HOW STRONG IS THE BRAND CALLED YOU** guide.

	Agree	Neither Agree or Disagree	Disagree
1	3	2	1
2	3	2	1
3	3	2	1
4	3	2	1
5	3	2	1
6	3	2	1
7	3	2	1
8	1	2	3
9	1	2	3
10	1	2	3
11	3	2	1
12	3	2	1
13	3	2	1
14	3	2	1
15	3	2	1
16	1	2	1
17	3	2	3
18	1	2	1
TOTAL SCORES			

NOW ADD YOUR TOTAL SCORES TOGETHER =

GUIDE - HOW STRONG IS THE BRAND CALLED YOU?

SCORING	GUIDE
18-30	<p>Your personal brand is currently very weak. You are sending out mixed messages. Your communication is regularly misunderstood. Look at the questions where you have scored yourself with a 1 and put together an action plan to address these areas. Ask a trusted friend, family member or colleague to support you in these areas. Ask for regular and honest feedback from this person as you may just be being hard on yourself.</p>
30-42	<p>You are reasonably sure of what you want out of life and what you stand for. However, there are occasions when your brand is weaker than it could be. You are probably confident in certain areas of your life but not all areas. Check where you have scored a 1 or a 2 and decide on some actions to address these areas.</p>
42-54	<p>Congratulations you are reasonably sure of what you want from life and what you stand for. Your actions and words support your brand on the majority of occasions. However, you may like to check where you scored a 1 or a 2 and decide on some actions to address these areas to strengthen your brand further. The closer your score is to 54 the stronger your brand is.</p>