













Date:

Version:

# Personal Branding Canvas (English)



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<div>Mission Statement</div> <div>I, (Name), ...</div>				
<div>Strengths</div> <div>What are the qualities that help me achieve my personal and professional goals and overcome challenges?</div>	<div>Goals &amp; KPIs</div> <div>What do I want to achieve with my personal communications? What are my short, medium and long-term goals? What are the key performance indicators (KPI)?</div>	<div>Target Audiences</div> <div>Who do I want to reach? Who are the people I want to communicate with?</div>	<div>Solutions &amp; Benefits</div> <div>What problems or challenges can I solve for my target audiences? How do they benefit?</div>	<div>Knowledge &amp; Skills</div> <div>What do I know? What am I particularly good at?</div>
<div>Stress</div> <div>What makes me doubt myself? What blocks and limits me?</div>	<div>Purpose &amp; Motivation</div> <div>What is it that really inspires me and makes me act?</div>		<div>Areas of Expertise</div> <div>What do I stand for? What do I want to share? In which area of knowledge do I want to make my mark?</div>	
<div>Language &amp; Tone</div> <div>How do I speak and write? (e.g. formally, informally, creatively, positively, professionally, simply, eruditely, humorously, seriously)</div>		<div>Values</div> <div>What are the values that define me as a person and that are particularly important to me?</div>	<div>Key Messages</div> <div>What messages do I want others to take away from everything I say and show?</div>	

