

360 **R**e a c h™

PERSONAL BRAND SURVEY

**Video
Coaching
Companion**

PARTIAL SAMPLE

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A NOTE FROM YOUR CAREERBLASTERS

With your Reputation Report in hand, it's time to move into brand-boosting action with this Video Coaching Companion.

Each section in this Video Coaching Companion corresponds to a section, with the same name, in your Reputation Report.

There's a video blast in each section for you to watch, along with spaces to answer the questions we ask. You'll also find exercises to more deeply analyze and understand the content in your 360Reach Reputation Report.

As a career-minded professional who wants to stand out and move up, you'll need an action plan. The last section of this Video Coaching Companion is called MOVE INTO ACTION. Our step-by-step template will help you design the perfect, personalized plan to amplify your most compelling attributes and boost your personal brand.

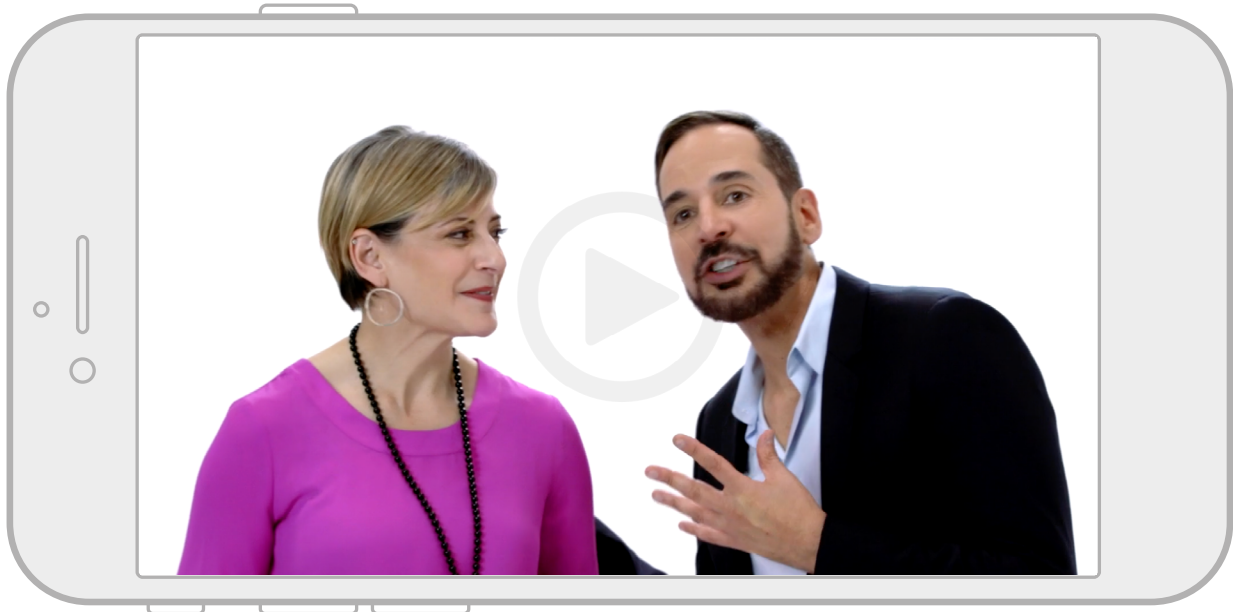
Have a blast!

Ora & William

ANALYZE YOUR RESULTS

1 BIG PICTURE

- Watch the video.
- Refer to the BIG PICTURE section in your REPUTATION REPORT.
- Reflect on your overall feeling and experience.



How did the 360Reach process make you feel?

What's the 50,000 foot view summary of your feedback?

How did you feel about the number of responses you received?

Key theme: what theme(s) emerged for you?

BRAND POLARITY:

Are there positive and negative sides to your brand?

Are you overusing a strength?

Do you have a positive characteristic causing a negative perception?

Deepen your understanding with this exercise.

Where do you see the positive and negative sides of the same brand attribute?

P = perception O = overused strength C = cause and effect

Positive side	Negative side	Type of Brand Polarity
		P O C

What's your report missing?

ANALYZE YOUR RESULTS

2 CONSISTENCY

- Watch the video.
- Refer to the CONSISTENCY section in your REPUTATION REPORT.
- Reflect on the consistency or inconsistency in your feedback.



Where is there consistency across categories of respondents?

Where is there inconsistency across categories of respondents?

Why might inconsistency exist?

Deepen your understanding with this exercise.

Indicate the level of consistency among your respondent categories:

CATEGORY CONSISTENCY

Respondent Category	Level of Overall Consistency:			Why might this exist?
	Low	Med	High	
Client				
Colleague/Peer				
Employee				
Friend/Relative				
Manager				
Professor/Teacher/Mentor				
Other				