



Personal Branding Kickstarter

Your personal brand is already out there. The only question is whether it's working for you or against you. This exercise will help you get intentional about three of the most critical building blocks of your personal brand: your value proposition, your professional narrative, and your elevator pitch. Work through each part in order. By the end, you'll have something tangible you can actually use.

Part 1: Your Value Proposition

Know your value before you try to communicate it. Answer these questions:

Role: In your current or most recent role, whose problems were you actually solving day to day? Leadership? Frontline employees? New hires? Managers?

Action: Finish this sentence without using the word "training": "When people come to me, they need help with ____."

Context: Think about the last time your work made a measurable difference. What was the situation, and what changed because you were involved?

Result: Draft your value proposition in one sentence:

I help [who] do/achieve [what] so that [outcome that matters to the business].

Use AI to help you: AI Prompts

- 1) You are helping me discover and articulate my personal brand as an L&D professional. My goal is to move away from describing what I do in terms of tasks and activities, and instead identify the specific problem I solve and for whom. I currently work as [job title] and my day-to-day involves [brief description of your work]. Based on this, help me craft a clear value proposition that would resonate with a business leader. Not an HR department. Push me to be specific, connect my work to a business outcome, and avoid using the word "training" as the centerpiece of my value.
- 2) You are helping me discover my personal brand as an L&D professional. I'm going to share my current job description with you: [paste it]. Your job is to read between the lines and help me identify the real problem I solve. The one that matters to the business. Not just the activities I

perform. Reframe my job description as a value proposition written from the perspective of the person whose problem I solve. Then ask me three follow-up questions that help me get even more specific.

Part 2: Your Professional Narrative

Your brand isn't a list of adjectives. It's a story. Answer these questions:

Role: Think about the role you play most consistently across your career, not your title, but the function you fill. Are you the translator? The problem-solver? The connector? The one who makes complicated things make sense?

Action: Identify one story from your career where your work made a real difference. Write a three-sentence version: what was the situation, what did you do, and what changed?

Context: According to Harvard Business Review, your personal value proposition becomes more memorable, resonant, and persuasive when you lead with stories rather than attributes. Don't tell people you're a problem-solver. Tell them about the problem you solved.

Result: Practice telling that story out loud in under 90 seconds. That story is your brand in action.

Use AI to help you: AI Prompts

- 1) You are helping me build my personal brand as an L&D professional by identifying the stories that best illustrate my value. According to Harvard Business Review, a personal brand is built on meaningful stories, not a list of descriptors. I'm going to share a situation from my career where my work made a real difference: [describe it]. Help me shape this into a concise, compelling professional story that shows my value without explicitly stating it. Keep my voice. Don't make it sound polished or corporate. Then tell me what brand attribute this story communicates about me. (HBR Article: <https://hbr.org/2023/05/a-new-approach-to-building-your-personal-brand>)
- 2) You are helping me discover my personal brand as an L&D professional. I want to identify the consistent role I play across my career, not my job title, but the function I fill for the people I serve. I'm going to describe three situations where I felt most effective and most like myself at work: [describe them briefly]. Look for the pattern across all three and tell me what it reveals about my professional identity. Then help me turn that pattern into a story I can tell in under 90 seconds.

Part 3: Your Elevator Pitch

Everything from Parts 1 and 2, distilled into 30 seconds.

Role: Imagine you have 30 seconds with a senior leader who asks what you've been working on. Do you have an answer that makes them lean in, or do you default to task descriptions and hope for the best?

Action: Using your value proposition from Part 1 and your story from Part 2, write your elevator pitch right now using this template:

I help [who] do/achieve [what] so that [outcome that matters to the business].

For example:

I help new managers stop fumbling through their first 90 days so that teams stay productive, turnover stays low, and leadership stops putting out fires.

Context: No jargon. No methodology. No mention of training unless it's absolutely necessary. Lead with the result, not the process.

Result: Read it out loud. If it sounds like a job description, rewrite it. If it sounds like you: confident, clear, and connected to something the business actually cares about - you're done. Use it everywhere.

Use AI to help you: AI Prompts

- 1) You are helping me develop my personal brand as an L&D professional, and I'm working on distilling everything into a clear, confident elevator pitch. I've identified that I help [who] with [what] so that [outcome]. Here is my draft: [paste it]. My goal is to be able to say this naturally in 30 seconds to a senior leader without defaulting to training-speak or jargon. Tell me honestly: does this sound like a person or a job description? Is it specific enough to be memorable? Give me two alternative versions and explain what each one does differently so I can find the one that sounds most like me.
- 2) You are helping me develop my personal brand as an L&D professional. I struggle to talk about my work without making it sound like a list of tasks or hiding behind L&D jargon. Here is everything I've worked through so far: my value proposition: [paste it], and my professional story: [paste it]. Using both of these, help me write three elevator pitch options that are conversational, specific, and connected to a real business outcome. For each one, tell me what kind of audience or situation it works best for so I can choose the right one depending on the context.