

Preparing Your Personal Brand & Signature Stories

NAME: _____ Date _____

1. WHY are you in the endocrinology field and in your current position—why did you choose it originally and why do you remain? What is your purpose, cause or belief and WHY should anyone care?
2. Describe 1-2 professional goals to achieve in the next 5 years—positions, expertise, or achievements.
3. A. Share a “signature story” that helps others understand WHY you do your work in **endocrinology broadly—it can be clinical, research, education, or administration.**

I used to feel ...	
Back then, I believed ...	
Then this happened ...	
And I did this ...	
Then, I realized/understood ...	
Now, I am on a mission to ...	
The <i>REAL</i> reason I'm in this area of endocrinology is to ...	

EXERCISE: Introduce yourself to another person and your current role. Tell them why you are in this field and one goal, and why you chose this goal—share the motivation and importance of this goal for you. Share your signature story. Ask what your personal brand should include? **NOTES on what your partner thought should be in your personal brand:**



B. Now share a “signature story” that helps others understand WHY you are interested in and work in your more **specific area/specialization**. Jot down some notes for yourself:

I used to feel ...	
Back then, I believed ...	
Then this happened ...	
And I did this ...	
Then, I realized/understood ...	
Now, I am on a mission to ...	
The <i>REAL</i> reason I’m in this area is to ...	

EXERCISE: Introduce yourself to another person and your current role. Tell them why you are in this field and one goal, and why you chose this goal—share the motivation and importance of this goal for you. Share your signature story. Ask what your personal brand should include? **NOTES on what your partner thought should be in your personal brand:**

C. Now, think of a **leadership/administrative role** that you might be seriously interested in. Share a “signature story” that helps others understand WHY you would want to do that and how this reflects your own leadership values. Jot down some notes for yourself:

I used to feel ...	
Back then, I believed ...	
Then this happened ...	
And I did this ...	
Then, I realized/understood ...	
Now, I am on a mission to ...	
The <i>REAL</i> reason I’m considering this...	

EXERCISE: Introduce yourself to another person and your current role. Tell them why you are in this field and one goal, and why you chose this goal—share the motivation and importance of this goal for you. Share your signature story. Ask what your personal brand should include? **NOTES on what your partner thought should be in your personal brand:**

