

Spark some new
thinking with your

PERSONAL BRAND CANVAS



Spark some new thinking with your personal brand canvas



This tool will help you reflect on your purpose, promise and core values or simply put your essence. This will be confident to be your self and lead with courageous authenticity. Get curious, get creative, it is fun to unlock the magic inside. It's easy, just:

Step 1: Define what makes you tick, your beliefs, your why – your purpose

Step 2: Define the value and benefits you bring to the world – your promise

Step 3: Define the things that guide you to achieve that – your values

Step 4: Put it all together!

The following prompts will help you uncover these elements



Step 1: Define your purpose

These questions will help you uncover your motivations, beliefs and when you are most purposeful, answer once, then answer again and again to see if you can get deeper

I am motivated to
_____ because _____

I am motivated to
_____ because _____

I am motivated to
_____ because _____

I believe the world
needs more

I believe the world
needs more

I believe the world
needs more

I am being most
purposeful when I
am _____

I am being most
purposeful when I
am _____

I am being most
purposeful when I
am _____

Step 2: Define your promise

This exercise will help you articulate the value you bring to help achieve your purpose

Think about what the world/your audience needs from you – what are the pain points, needs, desires

What they/the world needs is.....

I bring.....

Think about the value you bring to address their needs – how do you help? Why is this unique to you? Where is the magic? What do you add that no one else can?

Tip: Try the VIA Strengths Finder free survey to identify your top strengths

Tip: Survey three friends/colleagues and ask them when you are at your best, what makes you unique and what your top strengths are

My promise is to help/create/drive



Step 3: Articulate your core brand values

These questions will help you uncover your unique values that guide how you show up in the world and the consistent experience people have when they interact with you

When I show up I am always....

When people interact with me they will always experience my...

I believe my

_____is one of my defining qualities

Tip: see the appendix for a list of values



Step 4: Put it all together

Add all your elements to this canvas to complete, do a few versions until you are happy!

My purpose is to: [Describe what motivates you internally]_____

My promise is to: [Describe what you bring to the world, what is the benefit of your purpose, your mission]_____

Brand value 1:
[Describe the guiding values that help you deliver on this promise and purpose]

Brand value 2:
[Describe the guiding values that help you deliver on this promise and purpose]

Brand value 3:
[Describe the guiding values that help you deliver on this promise and purpose]



APPENDIX – supporting information



List of personal values

- Authenticity
 - Achievement
 - Adventure
 - Ambition
 - Autonomy
 - Balance
 - Beauty
 - Boldness
 - Being liked
 - Compassion
 - Challenge
 - Citizenship
 - Community
 - Competency
 - Contribution
 - Creativity
 - Curiosity
 - Courage
 - Dependable
 - Determined
 - Empathetic
 - Empowering
 - Fairness
 - Faith
 - Fame
 - Friendships
 - Family
 - Fun
 - Growth
 - Generosity
 - Happiness
 - Honesty
 - Humour
 - Humility
 - Influence
 - Independence
 - Intuition
 - Innovation
 - Integrity
 - Justice
 - Kindness
 - Knowledge
 - Leadership
 - Learning
 - Love
 - Loyalty
 - Meaningful Work
 - Making a difference
 - Nurturing
 - Openness
 - Optimism
 - Patience
 - Peace
 - Pleasure
 - Poise
 - Popularity
 - Quality
 - Recognition
 - Religion
 - Reliable
 - Responsible
 - Self-Respect
 - Service
 - Spirituality
 - Stability
 - Success
 - Status
 - Trustworthiness
 - Wealth
 - Wisdom
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