

BNY / SENEENCE DISTRIBUTOR INTERVIEW GUIDE: P.I.T. STOP TULSA 2018

The 10 discussion questions below will help you to gain access to important insight for building a clear, cohesive, and compelling personal brand for yourself.

YOUR STAKEHOLDER INTERVIEWS: Ideally you need 2 – 3 stakeholders to Interview when you do this intake work to develop your complete personal brand; but for this Personal Brand Workshop please try to interview at least 1 – 2 stakeholders of your choice before July 14, 2018.

ABOUT THE QUESTIONS:

- The following questions have been designed to foster discussion with YOUR personal stakeholders. Ask your Stakeholders these questions about YOU. **Please do not let them fill in these answers without you.** You want to be able to talk to them and HEAR them and to dig deeper with them to find out how they *really* think about you.
- A Stakeholder is anyone you trust who truly knows you. They can be friends, family, teachers, coworkers, coaches and peers.
- Ask your stakeholders for quick, top-of-mind responses and to keep their answers short. Type the answers quickly into the Word version of this form; and try to type exact answers, word for word, because you will use stakeholder quotes to validate the personal brand profile you write, produce and use to talk about yourself.
- The Time Commitment for in-person or phone interviews may take anywhere from 35 to 45 minutes.

ADDITIONAL INFO: You want to gather Background Materials that define you when you sit down to do your complete Personal Brand Profile: a CV and BIO, reviews about you and your work; published articles in newspapers, magazines or online that describe you: in your Work, on your Teams, in your Town, in your Expertise, as a Person.

THE 10 BRAND NEW YOU INTERVIEW QUESTIONS

1. What do you see as my ONE Key Strength?
2. What 3 words would you use to describe me and why?
3. What is my greatest achievement(s) so far?
4. When do you think I am most powerful?
5. In what situations do you think I am least powerful?
6. What is most distinguishing or unique about me?
7. If a Public Relations person was to write an article about me: Why would they write that article? What is my interesting story?
What is the Story Headline?
8. What, if anything, is bothersome to you about me?
9. Tell me how you see me act in the world. How do you see me interface with Friends, Family, Peers, in the Team, other?
10. What is my most memorable asset? What do people remember about me / my work most of all?