

FINDING YOUR X-FACTOR:
Incorporating your exceptional qualities into your personal brand

An awkward enjoyable icebreaker at the November HR2020 Community Meeting

Instructions: Pair up with someone at your table or an adjacent table that you do not have the pleasure of knowing. Interview them using the questions on this form, you will have 7 minutes. Return your notes to the person to complete the back page.

Your name:	
Your job & campus:	
This form is about:	
Their job & campus:	

1. To what kinds of activities are you naturally drawn? What activities energize you?

2. In what activities do you seem to automatically know the steps to be taken? What activities do you participate in and it seems like time is just flying?

3. What activities give you a kick, either while doing them or immediately after finishing them, and you think, "When can I do that again?"

4. Think about your last week at work. Below, write down a few times you felt strong and you felt weak.

Activities I loved!	Activities I loathed!

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1. From the feedback above, distill 3-5 of YOUR strengths. Remember, strengths are the activities in which you excel AND that energize you.

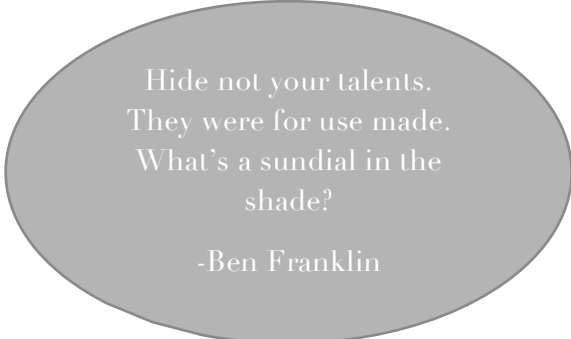
My strengths are:

2. Take a few minutes to write your personal bio/summary, and be sure to incorporate your unique strengths, and how they have helped you be successful. HERE'S THE CATCH: This summary should be no longer than a tweet (140 characters).

3. Consider your brand on social media outlets. Do you showcase your strengths? If not, how can you include and/or incorporate your strengths to better showcase your X-Factor?

Tips:

- Make a list of words associated with or synonymous with your strengths and include those throughout your profile/bio on social media sites (i.e., “resilient, forward-focused, strategic, entrepreneurial, ethical, genuine, etc.”).
- Follow influencers that you feel share of the same strengths, or study your strengths. For example, if you feel “grit” is a strength of yours, follow Robin Koval and Linda Kaplan Thaler (authors of *From Grit to Great*).
- Ask others to write recommendations for you- these will inevitably focus on your strengths!
- Consider reaching out to your friends for examples of times you were at your best, and use quotes from those examples in your profile/bio on social media sites.



Hide not your talents.
They were for use made.
What's a sundial in the
shade?

-Ben Franklin