

Date:

Version:

# Personal Branding Canvas (English)



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## Mission Statement

I, (Name), ...

### Strengths

What are the qualities that help me achieve my personal and professional goals and overcome challenges?

### Goals & KPIs

What do I want to achieve with my personal communications? What are my short, medium and long-term goals? What are the key performance indicators (KPI)?

### Target Audiences

Who do I want to reach? Who are the people I want to communicate with?

### Solutions & Benefits

What problems or challenges can I solve for my target audiences? How do they benefit?

### Knowledge & Skills

What do I know? What am I particularly good at?

### Stress

What makes me doubt myself? What blocks and limits me?

### Purpose & Motivation

What is it that really inspires me and makes me act?

### Areas of Expertise

What do I stand for? What do I want to share? In which area of knowledge do I want to make my mark?

### Language & Tone

How do I speak and write? (e.g. formally, informally, creatively, positively, professionally, simply, eruditely, humorously, seriously)

### Values

What are the values that define me as a person and that are particularly important to me?

### Key Messages

What messages do I want others to take away from everything I say and show?