
APPENDIX **C**

Personal BrandSoft

Personal BrandSoft is an on-line and interactive software system that will assist you with the formulation, implementation, and cultivation of your Personal Brand. It offers you the possibility to effectively build a sustainable, powerful, authentic, consistent, and memorable Personal Brand and manage and steer yourself on performance. This software system consists of the complete Personal Branding framework and the related tools discussed in this book, including measuring the progress of your brand implementation, a dashboard, alignment with yourself, alignment with your company, and Personal Branding Coaching (see Figure C.1).

The first step in this brand building process is the creation of your profile. Subsequently you formulate from every perspective, your Personal Ambition, Personal Brand, and Personal Balanced Scorecard. Options are available to make use of a predefined set of data or numerous examples in the system. Doing this, and using this possibility, you will obtain an improved understanding of yourself and have the opportunity to manage and coach yourself in an effective way. The status and progress of your improvement actions is made visible through indicators and a dashboard at

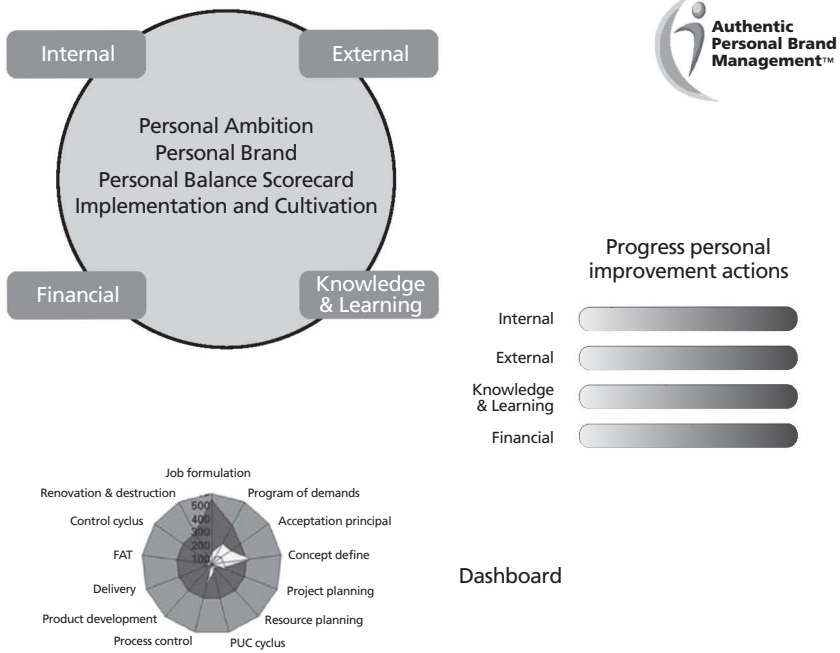


Figure C.1

any given moment. You have also the possibility to authorize others to get feedback on your actions and behaviour at any moment. Targets that have been achieved and challenges that have been taken up can also be brought up-to-date immediately.

The Personal Branding Code of Ethics is being applied here; this implies that the system respects your privacy and that no personal information can be shared with unauthorized people. Another benefit of the system is that you can benchmark yourself against any other person with the same profile. The database also contains demographic data so that the possibility exists to compare with other like-minded individuals. The system is connected to a knowledge database that gives feedback and advice to further improve oneself.

Do You Need Additional Information?

If you are interested in learning more about our Personal BrandSoft, call or write us for information on our local office closest to you.

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APPENDIX **D**

Strategy Management System

