

Professional Brand Self-Assessment

Beyond the Badge: Ethical Professional Branding in Healthcare

PARTICIPANT REFLECTION

1 IDENTITY — Who do I think I am?

Write 3 words that describe you as a healthcare professional.

I am: 1. _____ 2. _____ 3. _____

2 REPUTATION — What am I known for?

Ask yourself:

What do people consistently come to me for?

What do people expect when they see my name on the schedule, an email, a meeting agenda, or a patient assignment?

3 IMPACT — How do people experience me?

After interacting with me, people generally feel:

- ☐ Heard
- ☐ Supported
- ☐ Respected
- ☐ Encouraged
- ☐ Valued
- ☐ Other: _____

Is there an impact I may be creating unintentionally?



Your professional intent does not always equal your professional impact: people experience the effect of our behavior, not simply what we intended.

4 LEGACY — What do I WANT to be known for?

Complete the statement:

“ I want to be known as the healthcare professional who _____ ”

Examples: builds trust • solves problems • mentors others • advocates for patients • stays calm under pressure • brings teams together.

5 ETHICAL REFLECTION — What values does my brand communicate?

Circle your strongest:

Integrity

Respect

Compassion

Advocacy

Accountability

Justice

Confidentiality

Professionalism

Which value do I consistently demonstrate?

Which value could I demonstrate more intentionally?

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6 MY PROFESSIONAL SUPERPOWER

What behavior strengthens your professional brand?

My superpower: _____

Think: dependability • positivity • collaboration • professionalism • growth mindset.

7 MY PROFESSIONAL KRYPTONITE

What behavior could weaken your brand if you aren't careful?

My kryptonite: _____

Think: gossip • negativity • blaming • defensiveness • inconsistency • confidentiality breaches • boundary violations • conflicts of interest.

8 THE ALIGNMENT CHECK

IDENTITY → REPUTATION → IMPACT → LEGACY

Ask yourself: Do these four things align?

- ☐ **Yes** — reinforce them
- ☐ **Mostly** — fine-tune them
- ☐ **There is a gap** — choose one behavior to work on

9 MY ONE ACTION

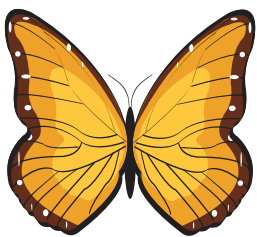
One thing I will **START** doing:

One thing I will **CONTINUE** doing:

One thing I will **STOP** or do **LESS** often:

The professional value I want people to experience more consistently from me is:

“ **The question to take with you**
When my name comes up in a room, I'm not in... what do I hope people say? ”



Your Professional Brand Evolves

Your professional brand is not static. As you grow in your profession, your brand will evolve with you. New roles, experiences, certifications, responsibilities, and greater confidence can all influence how you see yourself—and how others experience you.

Keep this cheat sheet and revisit it regularly. Each time, consider what has changed. What new strengths have emerged? How has your confidence grown? Are you known for different things than you were a year ago? Is there something you now want to strengthen or change?

Your professional brand should grow as you do. Reassessing it periodically helps ensure that the professional you are becoming aligns with the professional you want others to experience.

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