

I am a ..... who .....  
*(how you see yourself professionally)* *(how you use your unique attributes)*

for ..... so they can.....  
*(describe your target audience)* *(describe the desired experience you want your audience to have)*

### Example iBrand statement

'I am a **dynamic**, self-motivated diverse leader who consistently, motivates and **inspires** my team towards proactively applying their individual and collective expertise, skills and **cultural competence** to deliver exceptional **results** and meet the everchanging global needs of our clients. My **authentic**, **“quirky” passion** and energy encourage collaboration and trust, empowering others to achieve our **strategic** vision for success.'

### My draft iBrand Statement

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....