

EPIC Career Brand Framework Worksheet

Remember: Everyone has a career brand already. The question is whether you're shaping it intentionally or letting others define it for you.

Your career brand is what people say about you when you're not in the room. That reputation opens doors to promotions, facilitates career pivots, and creates opportunities you never saw coming.

The EPIC Framework Overview

E - Experiences: What you've done

P - Personality: How you show up

I - Identity: What values you operate by

C - Community: The people who need to see your brand the way you do

EXPERIENCES

Career-defining moments that establish your credibility and show what you're capable of

Reflection Prompts:

1. What are three to five career-defining moments that shaped how you work today?

Moment 1:

- What happened:
- Impact/outcome:
- What it reveals about you:

Moment 2:

- What happened:
- Impact/outcome:
- What it reveals about you:

Moment 3:

- What happened:
- Impact/outcome:
- What it reveals about you:

Moment 4:

- What happened:
- Impact/outcome:
- What it reveals about you:

Moment 5:

- What happened:
- Impact/outcome:
- What it reveals about you:

2. What through-line connects these moments, even if your roles were completely different?

3. Looking at each moment, what were you proud of, what did you learn, and how did it shape your path?

Proud of:

Learned:

Shaped my path by:

Key Experiences Summary:

Write 2-3 sentences that capture your most compelling experiences and what they demonstrate about your capabilities.

PERSONALITY

How you show up in every interaction - the things that make people say "You're the kind of person who..."

Reflection Prompts:

- 1. What do people thank you for after working with you?**
- 2. What adjectives show up in feedback, reviews, or shoutouts?**

3. How do you show up under stress or during high-stakes moments?

4. How would you describe your natural working style?

- In meetings:
- In collaboration:
- In communication:
- Under pressure:

5. What aspects of your personality might be misunderstood? How can you be more transparent about how you operate?

Personality Strengths Summary:

List 3-5 core personality traits that define how you work and interact professionally.

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

IDENTITY

Your professional promise - what you're known for and what distinguishes you from everyone else with a similar background

Reflection Prompts:

1. What kind of problems are you best at solving?

2. What can people expect when working with you?

3. If someone introduced you to a hiring manager or podcast host, what would you want them to say?

4. What aspects of your cultural background or unique perspective shape your approach to work?

5. What do you want to be known for professionally?

Identity Check:

Ask 2-3 trusted colleagues: "If you had to describe me in three words, what would they be?"

Colleague 1:

Colleague 2:

Colleague 3:

Reflection: How do their responses align with your intended identity? What gaps exist?

Professional Promise Statement:

Write 1-2 sentences that capture what makes you uniquely valuable and what people can expect when working with you.

COMMUNITY

The people who know, trust, and advocate for you

Reflection Prompts:

1. What does your network say about you when you're not there?
2. Who are the key people in your professional network?

Internal advocates (within your organization):

-
-
-

External network (industry contacts, former colleagues, mentors):

-
-
-

Potential amplifiers (people who could advocate for you):

-
-
-

3. How can you engage your network consistently to stay top of mind?

Monthly actions:

Quarterly actions:

Ongoing value I can provide:

Network Engagement Plan:

This month, I will:

This quarter, I will:

Monthly Brand Audit Questions

Use these questions monthly to assess and refine your career brand:

1. What feedback have I received about my work this month?
 2. How have I demonstrated my core identity traits?
 3. What new experiences can I add to my brand story?
 4. How have I engaged with my community?
 5. Is my UPI still accurate and compelling?
 6. What adjustments should I make to strengthen my brand?
-

Remember:

- **Competence alone isn't enough** — you need visibility and influence
- **Consistency is key** — your brand should show up the same way across all interactions
- **Authenticity matters** — lean into who you naturally are, don't try to be someone else
- **Community amplifies** — invest in relationships without expecting immediate returns
- **Start today** — don't wait for the next performance review to think about your reputation

Your career brand journey starts now. Take control of your narrative before others define it for you.