



*Personal Branding with  
Michael B. Maine*

Workbook



*Hello,*

*Thank you so much for taking the time to invest in yourself. I hope you find this workshop valuable and that you leave with a better understanding of yourself, your values, and the ability to apply that to lead to more meaningful work and relationships. I hope you are able to put these things into practice to lead a more purposeful and happier life. This workbook will serve as a place for you to take notes and keep various pieces of your personal brand documents in one place.*



*Warmly,  
Michael B. Maine*

Michael B. Maine  
www.michaelbmaine.com  
mail@michaelbmaine.com  
@menrvalabs.com  
214.699.1758

3 Things About Me (My Perspective)



3 Things About Me (Partner's Perspective)



What Do My Friends Say?

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Why does personal branding matter to me?

Lined writing area consisting of 20 horizontal lines for text input.





# Values Exercise

Abstract Thinker	Boring	Curious	Emotional	Helpless
Academic	Broad Minded	Customer-Focused	Empathetic	Hostile
Accepting	Business Like	Daring	Energetic	Humiliated
Accurate	Calm	Decisive	Enterprising	Humorous
Achievement Driven	Carefree	Defeated	Enthusiastic	Hysterical
Action-Oriented	Careful	Deferential	Exceptional	Idealistic
Adaptable	Caring	Defiant	Exciting	Imaginative
Adventurous	Cautious	Deliberate	Expedient	Impatient
Affectionate	Changeable	Dependable	Experienced	Impulsive
Afraid	Charismatic	Dependent	Expert	Indecisive
Aggressive	Cheated	Depressed	Firm	Independent
Aggrieved	Cold	Detail-Oriented	Flexible	Indifferent
Aloof	Commercially Aware	Determined	Focused	Individualistic
Ambitious	Committed	Diligent	Foolish	Industrious
Amused	Competent	Diplomatic	Forgiving	Influential
Analytical	Competitive	Disappointed	Forthright	Initiative-Taker
Angry	confident	Disciplined	Friendly	Innovative
Annoyed	Confused	Discreet	Frustrated	Insightful
Anxious	Conservative	Disdainful	Fun-Loving	Intellectual
Appreciative	Consistent	Dismayed	Generous	Introspective
Apprehensive	Content	Disorganized	Gentle	Jealous
Articulate	Cool	Dominant	Gloomy	Joyful
Ashamed	Cooperative	Down to Earth	Grateful	Judgmental
Assertive	Courageous	Dynamic	Grounded	Kind
Astute	Crazy	Easygoing	Guarded	Knowledgeable
Authoritative	Creative	Efficient	Happy	Lacking Ambition
Bashful	Credible	Effective	Helpful	Light-Headed



# Values Exercise

Literate	Persuasive	Resourceful	Stimulating	Trapped
Lively	Pioneering	Responsible	Straightforward	Triumphant
Logical	Pleased	Responsive	Strategic Thinker	Trusting
Lost	Positive	Risk Taking	Strong	Unassuming
Loving	Practical	Sad	Successful	Understanding
Loyal	Pragmatic	Satisfied	Sulky	Unique
Matter-Of-Fact	Precise	Skeptical	Supportive	Unsettled
Mature	Predicable	Scornful	Surprised	Unusual
Methodical	Private	Self-Assured	Suspicious	Vengeful
Mild	Proactive	Self-Controlled	Sympathetic	Versatile
Mischievous	Protective	Self-Critical	Tactful	Vicious
Modest	Proud	Self-Motivated	Talented	Vigorous
Motivated	Punctual	Self-Reliant	Talkative	Visionary
Objective	Question	Self-Righteous	Task-Oriented	warm
Open	Quick	Sensitive	Team builder	Wary
Orderly	Quiet	Serene	Team Player	Weak
Organized	Rational	Serious	Tenacious	Willful
Outgoing	Reactive	Shy	Tender	Witty
Outstanding	Realistic	Silly	Tense	Worrier
Overly-Sensitive	Reflective	Sincere	Theoretical	
Panicky	Rejected	Slow	Thick-Skinned	
Patient	Reliable	Sociable	Thin-Skinned	
Peeved	Relieved	Sophisticated	Thorough	
Penetrating	Remorseful	Sorrowful	Tidy	
Perceptive	Resentful	Sorry	Timid	
Persevering	Reserved	Spontaneous	Tolerant	
Persistent	Resilient	Steady	Traditional	







# Purpose Statement

I'd like to	help <b>(verb)</b>	people <b>(noun)</b>	by doing <b>activity (verb)</b> .
	<i>develop</i>	<i>people in transition</i>	<i>by helping them identify their core strengths and values</i>

# Sonja A. Skvarla

## : igniting social capital in business and community

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### **Education**

**Master of Sustainable Business, Bainbridge Graduate Institute, Bainbridge, WA**

In Process

~ Concentration in Community Development, Diversity and Social Justice Committee

**Bachelor of Business and Public Administration, Drake University, Des Moines, IA**

Spring 2001

~ Leadership Activities: Student Activities Board President, Speakers and Issues Committee Chair

### **Experience**

**Social Ignition, Portland, OR**

Work with small organization's to ignite their social capital (employees, donors, boards, etc) to further their true purpose. Consultant

**Stoop. Kitchen, New York City, NY**

The purpose of Stoop.Kitchen is to create a community kitchen that will serve as a teaching facility and community center for local kids of low-income families and other residents of Brooklyn. Founding Board Member

~ Mapping of budgeting projections for investment prospects

~ Supply industry expertise on kitchen design, startup inventory and potential class requirements

~ Provide guidance on responsible non-profit reporting

**KLS Foundation, Glenview, IL**

~ Provide direction for volunteer board in granting thousands of dollars in scholarships to students and volunteers in underserved communities in Namibia, the Marshall Islands, Chicago and other regions of need President (Present), Advisory Board Member (Previous)

~ Plan and execute annual fundraiser in Chicago (100+ guests); negotiate with locations and vendors

~ Work closely with copywriters to develop pieces which highlight KLSF's global accomplishments

**Protein Bar, Chicago, IL**

General Manager

~ Directed day-to-day business through a 54% increase in sales over seven months

~ Developed, implemented and documented operating procedures; establishing best practices to facilitate opening other locations; SOPs address critical items such as inventory control, cash handling, tools for managing labor costs and other COGS

~ Hired and coached all employees, worked with Assistant Manager to provide training for new employees

**Zeeks, Seattle, WA**

General Manager, Assistant Manager

~ Broke single-day sales record and increased monthly sales an average of 2.6% over the previous last year, despite challenging economic conditions

~ Responsible for day-to-day operations resulting in over \$600,000 in annual revenue and associated costs

~ Created and implemented new systems designed to provide a customer focused environment

**Report Footwear, Bellevue, WA**

Customer Service Manager

~ Increased department productivity 2.5% in 9 month

~ Developed guidelines and procedures for proofing customer orders to insure accuracy and reduce financial charge-backs based on entry errors

~ Actively managed the efforts of all customer service staff

**Vending Solutions, Seattle, WA**

Key Accounts Manager/Operations Coordinator

~ Managed 133 service contracts with vending program clients

~ Increased customer retention by attending to stale renewals

~ Supported sales team by qualifying leads based on projected return on investment

~ Assisted with the development of sales material and client presentations

**Antique Boat Museum, Clayton, NY**

Membership Manager/Volunteer Coordinator

~ Solely responsible for selection of fundraising software, and training all museum employees

~ Managed employee and volunteer involvement for benefit events and maritime festivals

~ Increased membership among college students, through discounted membership rates and focused internships

# How would you change this bio?

Sonja Skvarla serves as President of KLS Foundation, a non-profit organization dedicated to “discovering human potential” by granting scholarships to youth and volunteers in underserved communities who strive to explore and positively change our world. Over her last 10 years with the Foundation, she has coordinated and led a talented team of volunteers to ensure that thousands of dollars find a path toward extending the reach of applicants pursuing community-based initiatives in Namibia, the Marshall Islands and her native Chicago. Sonja is also working with Stoop Kitchen in Brooklyn, NY to address the food security and community needs of the underserved population in that area. Since graduating from Drake University with a Bachelor of Business and Public Administration she has worked with several restaurants and small businesses to create sustainable programming and operating procedures. Sonja looks forward to contributing to her global community through her sustainable MBA studies at Bainbridge Graduate Institute in the state of Washington.

