

Stepping Up to Consultant
Professional Brand Audit Worksheet

Purpose: Use this worksheet to assess your current professional brand, define your desired brand, and identify actions to bridge the gap.

1. Current versus Desired Professional Brand – Audit

A. Your Current Brand	GAP	B. Your Desired Brand
How are you currently perceived by colleagues, referrers, and patients? What are you currently known for?		How do you want to be perceived What do you want to be known for?
Clinical interests and skills that currently define you:		Clinical focus areas and capabilities you want to highlight or move toward:

What strengths differentiate you:		Unique strengths or signature approaches you want to stand out:
What are your shaping experiences (training, achievements, successes, life experiences):		Style and values you want to be associated with:
What's the current impression you leave on those you work with?		Key messages or impressions you want others to take away:

2. Bridging the Gap – Action Plan

What steps can you take to shift from A → B?

Identify small, achievable actions you can carry out to work towards your ideal professional brand.

For example, your goal is to become more visible in your area of practice and you identify an action is to seek opportunities to present at the department meeting. You could break that action down into smaller actions – who do you contact, what will you present on etc. It is always useful to set yourself a timeline to complete an action.

Area and Goal	Action	Timeline

We suggest you review this worksheet every 3–6 months to track your progress and refine your brand.

If after completing your professional brand audit you would like to speak with one of our Professional Development and Careers coaches, as an AMA Victoria member, you can book a free 15-minute Professional Brand Chat or access 1:1 Coaching Sessions and Career Coaching Programs for personalised support.