

UCA Social Media Workshop

Personal Brand Discovery · The 5 Paths to Charisma

The clinicians who build loyal audiences amplify what's already there. This exercise identifies your top 2-3 Charisma Paths and uses them to define your personal brand.

| | | |
|---|------------------------|--|
| ⚡ | ENERGETIC | Lively, high-energy presence. Commands attention through momentum. |
| ♥ | EMPATHY | Makes people feel seen. Builds the deepest, most loyal audience trust. |
| ★ | FUNNY | Light humor that disarms. Makes complex health topics shareable. |
| ▲ | HIGH CONVICTION | Clear belief, calm authority. People follow because you know what you think. |
| ● | AUTHENTIC | Real and grounded. Transparency creates trust no polish can manufacture. |

STEP 1 — RATE YOURSELF

Circle the number that feels most true at your best. 1 = Rarely me — 5 = This is exactly me

⚡ **ENERGETIC**

Rate each 1-5:

| Statement | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| When I talk about topics I care about, my energy visibly elevates — people comment on my enthusiasm. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I find it easy — even fun — to keep talking on camera without going flat. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| After presenting or teaching, I feel charged up, not drained. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

ENERGETIC TOTAL: ____ / 15

♥ **EMPATHY**

Rate each 1-5:

| Statement | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Patients frequently tell me I'm the first provider who really understood them. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| When creating content, I think more about what my audience needs to hear than what I want to say. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People open up to me quickly — they feel safe and unhurried in my presence. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

EMPATHY TOTAL: ____ / 15

★ **FUNNY**

Rate each 1-5:

| Statement | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I naturally find the absurd angle in clinical situations and make colleagues laugh without trying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Patients have told me I made a difficult appointment feel lighter. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I'm comfortable being self-deprecating — I don't take myself too seriously. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

FUNNY TOTAL: ____ / 15

▲ HIGH CONVICTION

Rate each 1-5:

| Statement | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I have strong opinions about how care should be delivered and communicate them directly. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel a sense of mission that goes beyond day-to-day patient care. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It's energizing — not stressful — when people challenge my views, because I know what I believe. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

HIGH CONVICTION TOTAL: ____ / 15

● AUTHENTIC

Rate each 1-5:

| Statement | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I'm genuinely comfortable sharing personal stories — including struggles or uncertainty. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I'd rather have a smaller audience that deeply trusts me than a large one that just watches. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People frequently comment that I seem "real" — like they actually know me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

AUTHENTIC TOTAL: ____ / 15

STEP 2 — YOUR CHARISMA PROFILE

| | Path | Score /15 | Rank |
|---|------------------------|-----------|------------|
| ⚡ | Energetic | ____ / 15 | Rank: ____ |
| ♥ | Empathy | ____ / 15 | Rank: ____ |
| ★ | Funny | ____ / 15 | Rank: ____ |
| ▲ | High Conviction | ____ / 15 | Rank: ____ |
| ● | Authentic | ____ / 15 | Rank: ____ |

12-15 = Core Path — 8-11 = Supporting Path — 3-7 = Not your lane

STEP 3 — DEFINE YOUR BRAND

Answer quickly. Your first instinct is almost always more useful than an edited one.

YOUR FOUNDATION

My specialty / area of focus:

The specific audience I serve (not “everyone” — be precise):

The ONE problem I help them understand or solve better than anyone:

YOUR CHARISMA ARCHITECTURE

My #1 Charisma Path:

My #2 Charisma Path:

How do these two paths show up together when you’re at your best with patients?

YOUR POINT OF VIEW

The conventional wisdom in my field I push back on most:

The one belief I want every piece of my content to leave with my audience:

YOUR ANTI-BRAND

Content types I will NOT do, even if they trend:

The clinician-influencer type I am NOT (be honest and specific):

STEP 4 — YOUR BRAND STATEMENT

Your internal compass — not a bio. Use it to decide what to create, what to say yes to, and what to skip.

THE FORMULA

I help [specific audience] — [understand / do / feel something differently]

through [your charisma style — your HOW] — so that [the deeper transformation you want for them].

EXAMPLES

| | |
|-------------------------------------|--|
| ↖ + ▲ The Crusader: | <i>"I help women in their 30s-40s understand hormonal health — clearly, without the noise — so they stop settling for answers that don't work."</i> |
| ♥ + ● The Trusted Companion: | <i>"I help patients who feel dismissed find their footing — through honest stories from both sides — so they can advocate for themselves with confidence."</i> |
| ★ + ● The Relatable Expert: | <i>"I help people understand what their body is doing — through humor and zero jargon — so health information finally sticks."</i> |

NOW WRITE YOURS

Draft (fill in the formula literally):

Final version (in your own natural voice):
