

Career as a Brand System™

Designing Careers with Marketing Principles

Workbook

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A working session on positioning, narrative, and signal-building in the AI era.

Career as a Brand System™

Narrative → Language → Assets → Visibility

A framework for designing careers with marketing principles.

Overview:

Careers don't compound through experience alone.
They compound through narrative, language, assets, and visibility.

This workbook guides you through the Career Brand System to uncover and express your professional expertise.

Narrative: The story that defines the value of your work.

Language: The ideas and frameworks that shape your thinking.

Assets: Evidence of your expertise.

Visibility: Sharing insights that contribute to your field.

Narrative

The story that defines the value of your work.

→ *Without narrative, experience does not translate into opportunity.*

Part 1: Your Career Narrative

Your narrative is the story that explains the value of your work. It connects your experiences into a clear arc.

1. What problems do you consistently help solve in your work?

2. What patterns appear across your career (industries, roles, challenges)?

3. What perspective differentiates you? What do you see that others often miss?

4. What is the story you've been telling about your career that is no longer true?

Narrative Statement:

I help _____ solve _____ by bringing a perspective on _____.

Language

The ideas and frameworks that shape your thinking.

→ *The people who shape industries are the ones who name what others only sense.*

Part 2: Your Language & Ideas

Experts develop language to explain the patterns they see. Reflect on the ideas that guide your work.

1. What recurring problems or patterns appear in your field?

2. Where do teams or leaders often misunderstand something important?

3. Name 2–3 principles or ideas you believe strongly in.

4. What idea do you believe that most people in your field would disagree with?

5. What would you name this idea if it were yours?

Assets

Evidence of your expertise.

→ *Your work only compounds when it becomes visible, reusable proof.*

Part 3: Authority Asset Mapping

Demonstrated Assets: What have you already created that demonstrates your expertise?

Unseen Assets: What internal work could be turned into a shareable asset?

Designed Assets: What could you publish or present in the future?

What valuable work have you done that no one saw?

Visibility

Sharing insights that contribute to your field.

→ *If your ideas aren't visible, they don't exist at scale.*

Part 4: Visibility Strategy

1. Where could you share insights from your work? (LinkedIn, events, newsletters, associations)

2. What cadence could you realistically maintain for sharing insights?

3. What are you avoiding sharing—and what would happen if you shared it anyway?

4. What forms of industry recognition exist in your field? (awards, speaking, publications)

Your 6-Month Visibility Plan:

Over the next six months I will focus on sharing insights about _____ through _____.

Your Career Brand System

Your career compounds when these elements reinforce each other.

Narrative

What story defines your career?

Language

What ideas or frameworks shape your thinking?

Assets

What proof shows your expertise?

Visibility

How will you share your ideas?

Reflection and Next Steps

Career as a Brand System

Narrative → Language → Assets → Visibility

Clarity creates authority.
Authority creates opportunity.

What insight surprised you most today?

What expertise did you realize you already have?

What idea do you want to be known for?

What is one asset you will create next?

Continue Your Career System

This is where the system continues.

Continue building →



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Careers are not paths. They are systems you design.