

# Checklist for Employee Website Bios

Use these ideas to build an employee profile that fits the brand of your company and gives insight into the personality of your great employees.



## Professional

- His/her role at the company
- Areas of specialty
- Key skills or target market (families, retirees, women, underserved)
- Education (avoid graduation dates)
- Advanced degrees
- Professional certifications
- Professional associations
- Year they joined the company



## Personal but Professional

- What's your professional philosophy (e.g., "The client always comes first.")
- Professional awards/accomplishments
- Proudest accomplishment?
- Volunteer Activities/Community Involvement
- Best thing about your job/What you like about your job?
- Favorite non-work activities (This is open-ended so employees can talk about family, hobbies, travel, anything they want.)
- Why should clients choose your company?
- Best piece of advice you've gotten?
- Fun Fact about me (employees use to write whatever they want to promote.)



## Creative Questions

- Who would play you in a movie about your life?
- Who would you have over for a dinner party?
- What superpower would you like to have?
- Describe your perfect day .