

Growth Planning Life-Skill #7

BEING ABLE TO BUILD & MAINTAIN MY OWN POSITIVE  
BRAND IDENTITY & REPUTATION  
AMONG MY PEERS & ADULTS AROUND ME



- ▶ Companies spend \$millions trying to positively “brand” themselves in our minds.
- ▶ Everyday – by our actions and in-actions – we, too, are “branding” ourselves in the minds of those around us.
- ▶ But, almost overnight, our hard-earned brand (or reputation) can be lost by doing the wrong thing.

 **We are responsible for our own external BRAND IDENTITY.**

- ▶ And, a positive brand opens doors for us ...
- ▶ But, a negative brand closes them.

 **And, our brand identity begins with our internal SELF-IDENTITY.**

- **Honestly, what do you think is your “Brand Identity” RIGHT NOW ? And, what would you like it to be ONE YEAR FROM NOW ?**

GROWTH PLANNING LIFE-SKILL #7 ANALYSIS & MEASUREMENT FORM  
Being Able To Build & Maintain My Own Positive Brand Identity  
& Reputation Among My Peers & Adults Around Me

List 2 <u>PAST</u> situations when you (or someone you know) <u>did</u> use this Life-Skill?	1) _____ 2) _____
List 2 <u>FUTURE</u> situations when you (or others you know) <u>could</u> use this Life-Skill?	1) _____ 2) _____
To what extent are you demonstrating this Life-Skill in your everyday life <u>RIGHT NOW</u> ?	<p style="text-align: center;">[circle one number]</p> <p style="text-align: center;"> <span style="border: 1px solid black; padding: 2px;">I AM NOT</span> <span style="margin-left: 100px;">←</span> <span style="margin-right: 100px;">→</span> <span style="border: 1px solid black; padding: 2px;">I AM</span> </p> <p style="text-align: center;"> <span style="border: 1px solid black; padding: 2px;">Demonstrating This Life-Skill Now In My Everyday Life</span> <span style="margin-left: 100px;">←</span> <span style="margin-right: 100px;">→</span> <span style="border: 1px solid black; padding: 2px;">Demonstrating This Life-Skill Now In My Everyday Life</span> </p> <p style="text-align: center;">0   1   2   3   4   5   6   7   8   9   10</p>