

Growth Planning Life-Skill #7
BEING ABLE TO BUILD & MAINTAIN
OUR OWN BRAND IDENTITY



- ▶ 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
 Our Own Brand Identity

List 2 PAST situations when you (or someone you know) did use this Life-Skill?

1) _____

 2) _____

List 2 FUTURE situations when you (or others you know) could use this Life-Skill?

1) _____

 2) _____

To what extent are you demonstrating this Life-Skill in your everyday life RIGHT NOW?

<u>I AM NOT</u>	[circle one number]	<u>I AM</u>								
Demonstrating This Life-Skill Now In My Everyday Life	←————→	Demonstrating This Life-Skill Now In My Everyday Life								
0	1	2	3	4	5	6	7	8	9	10