

# personal brand

## Step 1

Identify someone that demonstrates a strong personal brand. Reflect on how that person used their values, in combination with their actions, to build and reinforce their brand.

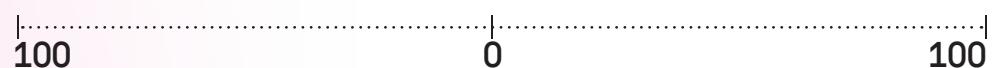
### Example situations:

- Building trust
- Communicating
- Decision making
- Inclusive Collaboration
- Managing change
- Other?

Answer the following questions about the person selected.

On the continuum lines below, indicate what amount and type of Information and Interactions informed the opinion:

Subjective information  
(thoughts and feelings):



Objective information  
(facts and figures):

Indirect interactions  
(their actions with others):



Direct interactions  
(their actions with you):



## Step 2

**1. What do these percentages say about their brand?**

**2. How do they promote their brand?**

**3. Does their brand differentiate themselves from their peers?**

**4. What aspects of their brand would you want to include in your own brand?**

**5. What aspects of their brand would you want to avoid in your own brand?**