Building your brand

Template

Please answer the following questions based on the research you have conducted:

1. Identify three professional people (either that you know personally or in the public domain) and the personal brand attributes you admire about them.

Person One –

Person Two –

Person Three –

2. From the list of characteristics you admire, identify the personal brand attributes that you want to develop for yourself.

3. Identify what actions you need to take to live your identified personal brand attributes.