Ep 9: 4 Personal Brand Truths Every Leader Should Know

Is your Personal Brand helping or hurting your leadership success?

- Are you clear and committed to your Personal Brand?
  - Have you identified your Personal Brand? If not, go to *Ep 3: What is a Personal Brand and Why do I need to Work on Mine?*. There are worksheets to assist your thinking.
  - Discuss openly how each of you will bring yourselves into the business.
- Have you decided which aspects of your Personal Brand will influence your business?
  - What aspects of your Personal Brand do you want to establish as core business principles?
  - What aspects of your Personal Brand do you think will be liabilities that you will need to overtly manage?
- Have you created a brand identity that consistently ties back to your Personal Brand for business?
  - Have you translated and incorporated your Personal Brand principles into your business' brand elements (i.e. "About" Statement, logo, color palette, photography choices, fonts, tone of voice, etc.)
  - Have you shared these principles with your employees in the format of your business' purpose, mission, value and goals?
- Have you institutionalize the parts of your Personal Brand that you want to be your legacy?
  - What parts of your Personal Brand principles do you want to transcend you?

Areas to address immediately are:

1._____

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2._____

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3._____

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Action Plan:

Action	Timing	Progress	Complete

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