

# PERSONAL BRAND

Four items to work on in order to improve your personal brand

## 1. YOUR INTENT

What is at the heart of your intentions?  
Are they pure, unclear, manipulative, etc.?  
What motivates you to do what you do?  
Do you openly share your intentions or do you conceal them?  
Who's interests do you have in mind?



## YOUR BEHAVIORS

Do your behaviors align with your intentions?  
Are your behaviors appropriate for each given situation?  
How do you treat and interact with others?  
What behaviors should you work on to improve your brand?



## YOUR RESULTS

Do you deliver the goods?  
Can people count on you to get things done?  
Are you delivering things on time, with quality, and under budget?  
How would you rate the last five items you completed? What might others say?



## EXPECTATIONS OF EXPERIENCE

Based on your reputation, what do people anticipate it will be like to work with you?  
Are people fueled or drained when they partner with you?  
What are others saying about you?  
How do you know?

