YOUR BRAND STRATEGY

Please can you complete the form below and bring it with you to the training.

|  |
| --- |
| **Name:** |
| **Brand Strengths & Weaknesses:**  |
| Where are you now? Give 3 words that describe your brand strengths: What is your biggest weakness when it comes to your leadership brand?  |
| **Objectives:** This is your vision. It should be SMART (specific, measurable, achievable, relevant and time-oriented), for example:* My objective is to have trusted advisor status with my senior colleagues, so that, in 12 months’ time, I have full responsibility for running my own project.
* In 2 years’ time, I’d like to have x position at Louboutin and have a reputation as y.

  |
| **Target Audience:** Which individuals and groups are most influential in helping you meet your objectives?  |
|  |