YOUR BRAND STRATEGY

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

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| **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? |
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