

Discover

Lesson One: How to Define Personal and Professional Wins

Ten questions to help you discover a new definition of success for you personally and professionally. Use this in tandem with the other worksheets: Develop and Deliver.

1. Why are you taking the “Developing a Brand Course”?
2. Who will be impacted by you taking this course?
3. How will this course help you personally and professionally?
4. What are your greatest strengths?
5. What are your warts (weaknesses that prevent success)?
6. How have people benefited from your wisdom and experience?
7. What do people say about you when you leave the room (your reputation)?
8. What brings you joy personally and professionally?
9. What goals would make you smile if you achieved them?
10. What are your key performance indicators (how will you know you are winning)?