

# Personal Brand Assessment & Growth Blueprint

<p><b>To what degree are you producing impeccable versus 'mediocre' results?</b></p> <p>1 2 3 4 5</p> <p><b>Next Step: Hone your skills, refine your craft.</b></p>	<p><b>How confident are you that your brand is aligned with the needs of the people you want to influence?</b></p> <p>1 2 3 4 5</p> <p><b>Next Step: Work on your relationships.</b></p>	<p><b>How confident are you that you have active brand ambassadors?</b></p> <p>1 2 3 4 5</p> <p><b>Next Step: Expand your Networks.</b></p>	<p><b>To what degree are you known to be an original/innovative thinker?</b></p> <p>1 2 3 4 5</p> <p><b>Next Step: Improve your communication skills.</b></p>	<p><b>How confidently can you communicate your unique advantage over your peers?</b></p> <p>1 2 3 4 5</p> <p><b>Next Step: What's your why?</b></p>
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## 30 Day Action Plan

<p><b>Outcome:</b> <i>I have 3 new active brand ambassadors.</i></p>	<p><b>Strategy:</b> <i>Expand my network to find connections with the right people that will be active brand ambassadors</i></p>	<p><b>Actions:</b></p> <ul style="list-style-type: none"><li>• Attend 4 networking events</li><li>• Extend relationship with contacts from LHD</li></ul>
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