

The Road to Champagne

Chapter 9 Actions: Define Your Brand



- Write down the keywords you believe are more appropriate to describe what you bring to the table based on your **strengths**:

_____, _____, _____,
_____, _____, _____

- Now circle the most impactful and relevant ones given your context.
- Write down the keywords you believe are more appropriate to describe what you bring to the table based on your **values**:

_____, _____, _____,
_____, _____, _____

- Now circle the most impactful and relevant ones given your context.
- Write down the keywords you believe are more appropriate to describe what you bring to the table based on your **expertise**:

_____, _____, _____,
_____, _____, _____

- Now circle the most impactful and relevant ones given your context.
- Get feedback from several people that know you well. Ask them what they believe helps you stand out. Validate the circled words.

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- With clarity on strengths, values, and expertise, craft a version of your brand statement. You might need to review with people you trust until it accurately describes you.

- Think about how you want your brand to evolve, and by when. In _____ years, my brand statement should be:

- Continue to invest in your brand's key attributes in a manner consistent with its planned evolution.
- Over time, revisit and refine your brand to better capture new versions of an improved You.