

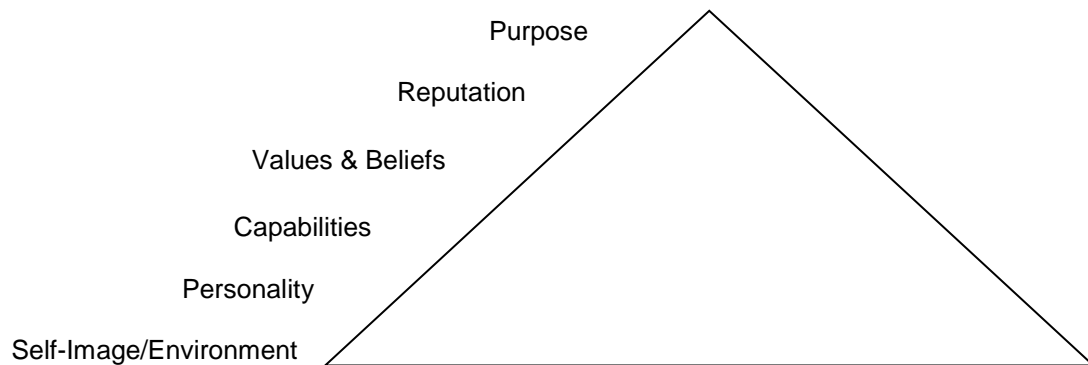
## Personal Brand

One of the secrets of success is to play your best game. If you're good at football why struggle to be a ballerina?

If you were an animal, or a car how would you describe yourself? In business, how would you describe your ideal employer or client?

Well, first you need to know yourself a bit better. This simple exercise covering six topics takes you through the necessary levels of self-awareness and the creation of a Personal Brand. Start at the bottom of the pyramid and work towards the top.

Whether you are already a successful entrepreneur/OMB/ or a rising senior executive, this will raise your self-awareness and crystallise how you see yourself and how others will see you.



1. Self-Image /Environment: *What image do I have of myself? What environment do I thrive in?*
2. Personality: *How would I describe myself? What behaviours do I demonstrate?*
3. Capabilities and skills: *What am I good at? What are my strengths?*
4. Values and Beliefs: *What is important to me? What guides me?*
5. Reputation: *How do I want others to see me? What identifies me?*
6. Purpose: *What are my goals & intentions?*

Why must you do this? Because it will help you build rock solid foundations, direction, focus, and a purpose. It will align you with your environment and help you achieve a happier and more balanced life.

To find out how Mycroft Group can help you in your business and personal life call us on now 01494-671302, email us at [info@mycroftgroup.com](mailto:info@mycroftgroup.com) , or visit us at [www.mycroftgroup.com](http://www.mycroftgroup.com) . What are you waiting for?