

# Brand qualities

Ask a few colleagues, friends and family members to write down (quickly) **3 - 5 words** that describe who you are. These words are how you are perceived by others. As you assess yourself, it's important to check with your support system and those close to you. Choose people who will tell you the truth and people from various parts of your life and in various circles. You will notice that sometimes, people see things in us that we don't yet see.

Person #1	Person #2
Person #3	Person #4
Person #5	Person #6

*What do you notice?*