



# Your Brand

## Behavioural Blind Spots | Self-Assessment

Present State: Here's where I am now	Gaps I need to work on	What can help me?	Ideal State: Your Brand
I am calm and steady when things are running smooth	I react when my day isn't going the way I planned I react unfavourably when I am criticized	Pause and ask yourself: Does my behaviour represent my brand appropriately?	Calm and composed