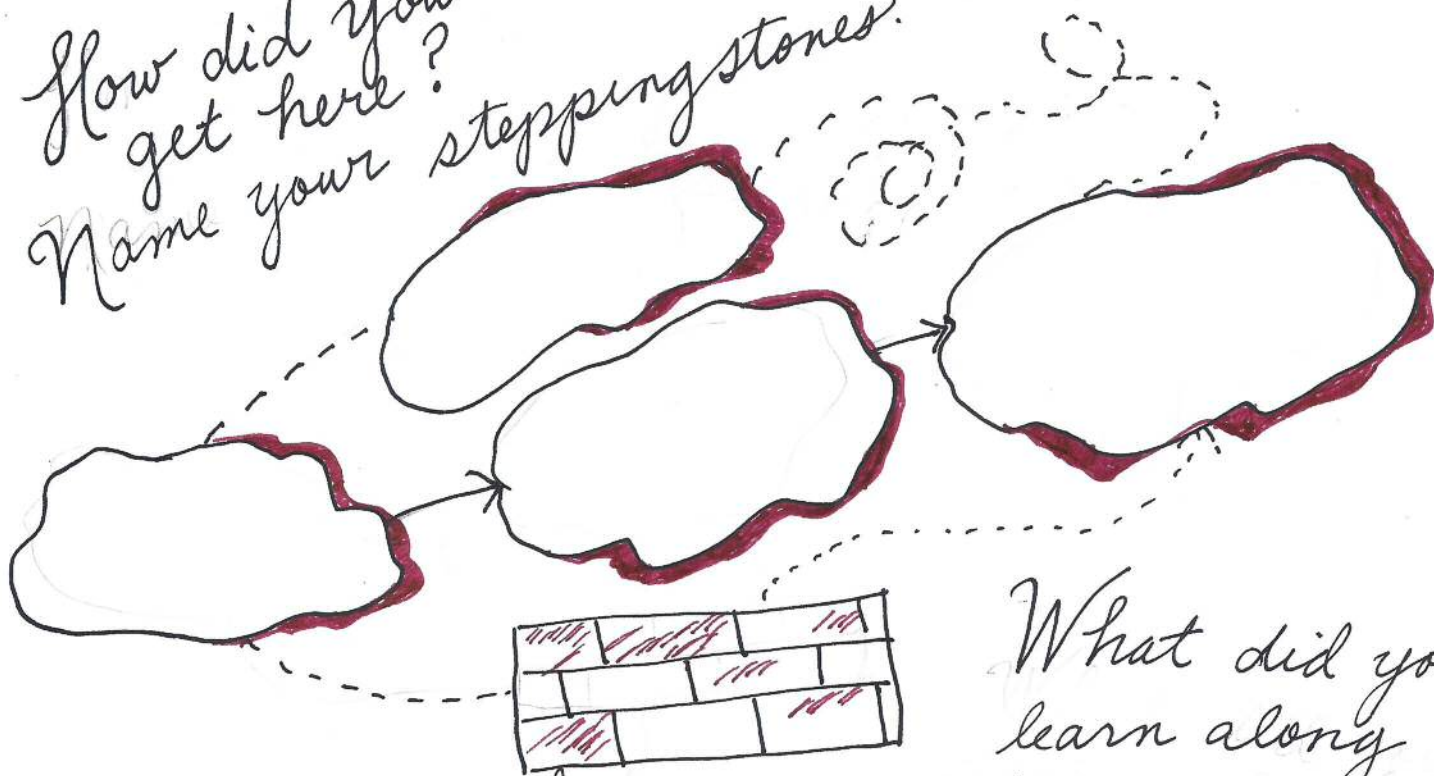


Brand Beyond Borders: Making Your Name

- Janet Salmons Ph.d.

How did you
get here?

Name your stepping stones.



Were the
obstacles internal
or external?

How did you manage-
or overcome - obstacles?

What did you
learn along
the way that
makes you unique?
Hidden or obvious
life lessons?

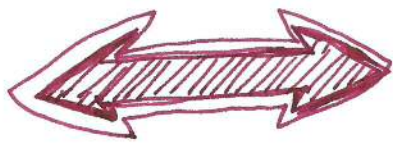
1.

2.

3.

2

I want to be known as:



I want to be known for:

Role:
Title:

Personal qualities?

Professional or practical experience?

Expertise?

Education?

Key words

Evidence

Story Lines

③

How will you communicate
your story and aspirations?
your research or projects?

In person?

With insiders?

In writing?

With outsiders?

Online?

With words?

With images?

With media?

④ My brand now: