

Achieve your Aspirational Brand through Communication, with Sarita Vasa

This is a BIG topic.

Sometimes it is easier to look at a recent behavior before addressing it.

Assess your Speaking Map:

When is a time you either:

- 1) Didn't say something you wish you had
- 2) Said something you wanted to take back
- 3) Should have used appropriate silence

This will help you see how SPEAKING matters.

Now, what conclusion might you have about who you want to be based upon this:

This can give you a CLUE to your aspirational brand.

What are your top 5 values: (You can reference Brene Brown's list from Dare to Lead)

Now you have ANOTHER CLUE for your aspirational brand.

What could be your aspirational brand statement:

e.g. I want to be (behaviors) a strategic and thoughtful leader who is focused upon collaborative decision making(values).

What is one behavior that you can work on for the next 30 days that will help you drive this brand forward?
