# SHOULD BABY BOOMERS CARE ABOUT PERSONAL BRAND?

### ACTION STEPS

1. Take a look at your business network and close business contacts. How many people outside your current (or most previous) employer does it contain? Is it more than half?
2. Ask yourself: If I lost my job today, would I know at least 20 people outside my company who understand what I do and would be in a position to recommend me?