# THREE THEMES FOR WRITING YOUR BRAND STORY

### ACTION STEPS

1. Take some time to reflect on what motivates you in both your life and your career. First, write down major events that may have transformed where you are or where you want to be.
2. Then, reflect on your career. Are there common themes running throughout? Or are there very specific proof points that can be used to define what you do best?
3. Finally, compare this information to where you are heading into your career. Which brand theme will help position you to get there?