



Epic Brand Worksheet Instructions

Personal Brand Obituary Exercise

Many people look forward to define their purpose and position in the market place. The Brand Obituary Exercise is designed to think differently.

Assignment:

Write an obituary for your personal brand as an executive.

Tips:

- Think of your personal brand in terms of a “persona.”
- Step forward 15, 25, 50, 100 years—the association you run has accomplished everything it wanted to achieve and you were at the helm. Don’t be humble.
- Write a short 2-3-paragraph obituary about the accomplishments, impact and achievements the association had over the years that you helped usher in.
 - What contributions did it have on the community, employees, industry, and beyond?
 - How did your leadership make it happen?
 - How did you share your successes with others?
 - Speaking, books, mentoring, volunteering, starting a foundation, etc.
- Read obituaries in the newspaper for inspiration.
 - What do people say about loved ones? What would you say about your loved ones?
 - What would you say after a healthy career of building a great brand? What do you want others to say or feel about the brand?
- Do not feel burdened by budgets, technologies or the current state of the market. You never know how your personal brand can change the world.
- Think as big and bold as you would like.
- Be authentic and honest.