





AUDIT YOUR LEADERSHIP BRAND

To understand your brand ask, what...

- If my Hogan results were 100 percent true, what does this mean for my leadership brand?
- Comes to mind/emotions people have when someone hears your name?
- Do people think you stand for?
- How might my HDS Reactions inadvertently shape how others see my brand?
- If I were going to start working on my leadership brand, what would be the priority?