

**Public Policy &
International Affairs (PPIA)**
Program

LEADERSHIP LAB

STORYTELLING:

DEFINING & OWNING YOUR BRAND

TODAY'S JOURNEY



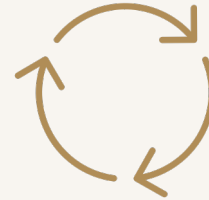
OBSERVE



REFLECT



LEARN



PRACTICE



COMMIT



WHAT WE NOTICED

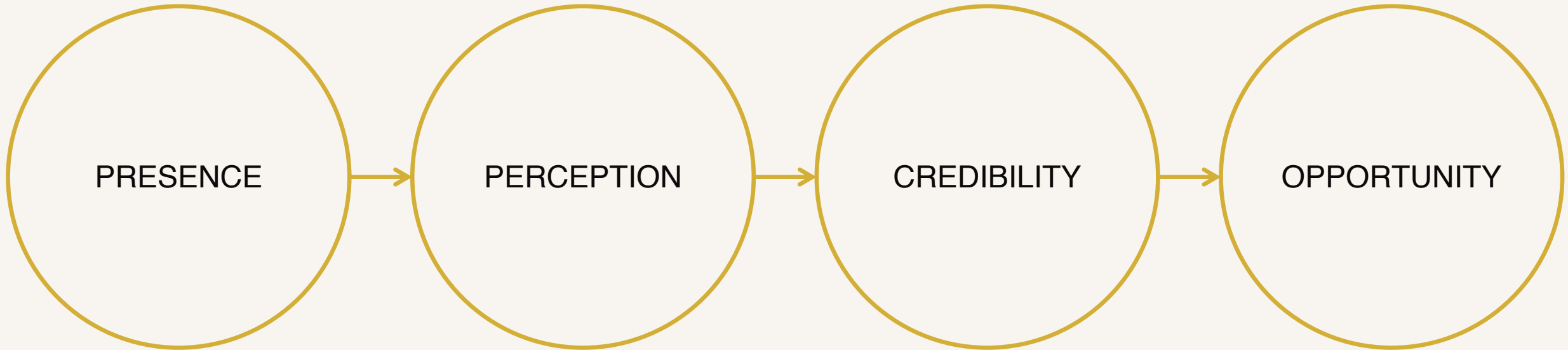
3

STRENGTHS

3

COACHING
OPPORTUNITIES

FIRST IMPRESSION CYCLE



BRAND MIRROR

1

REFLECTION QUESTION

BRAND-IN-ACTION

2

STEP DISCUSSION
PROCESS

9

REAL LIFE OPPORTUNITIES
TO STRENGTHEN YOUR
BRAND

ONE SMALL CHANGE

1

COMMITMENT

KEY TAKEAWAYS

3

MEMORABLE REMINDERS

THANK YOU

