



BRAND & CAREER GOALS

Workbook

MODULE 1 MASTERCLASS 2



VISION. GOALS.
ASPIRE . DREAM.



*Congratulations on taking the first
step to building a brand new YOU!*

*You are the expert in your life, and this course will help you connect to YOU, your wisdom
and take action to create a powerful personal brand and the life and career that you want.*

My journey started as an elite athlete at the Australia Institute of Sport, where I learned the importance of goal setting is for reaching peak performance and becoming the best version of 'YOU' can be!

Goal setting is critical to building your personal brand. Without clarity around your personal and professional goals, you risk building a brand that is not authentically you, does not reflect who you really are and what you stand for - and ultimately will not give you the impact or recognition you are looking for.

Setting your brand and leadership goals is the single most important step to ensuring your brand positioning is on point and makes people sit up and pay attention.

To help you identify your brand and leadership goals and vision for your future brand, business or career success, please complete the following questions!

And remember, a Woman of Confidence knows how to think BIG! So, get ready to make your mark and reach your dreams! It all starts here!

Suzie



WHAT ARE YOUR

BRAND AND LEADERSHIP GOALS?



SUZIE LIGHTFOOT

YOUR PERSONAL BRAND & LEADERSHIP GOALS

1. Create a clear picture of what you want to accomplish in your life, career/ business and leadership space. What your personal, leadership, business goals and your long-term vision for the future? Be specific and write it all down.

PERSONAL GOALS

BUSINESS/CAREER GOALS

LEADERSHIP GOALS

2. Set your WHY goals! What drives you? What motivates you? What lights you up? What's your greater purpose? Why do you want to achieve these goals? Knowing your 'WHY?' will keep you focused and driven to make your mark!

3. **Prioritize the goals by time frame. When you prioritize your goals by time frame, it prevents you from feeling overwhelmed by having too many goals. Start with you immediate goals!**

Immediate goals: What do you want to achieve and walk away with from completing the Personal Brand Accelerator Course?

What are you hoping to achieve over the next 12 Months? (short term)

What are you hoping to achieve over the next 2 - 5 years? (medium term)

What are you hoping to achieve over the next 6 - 10 years? (long term)



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YOUR PRIMARY GOALS

Identify 3 primary areas you feel you require the most development in and want to focus on in the first 12 months.

GOAL 1

I'll know I've succeeded when:

GOAL 2

I'll know I've succeeded when:

GOAL 3

I'll know I've succeeded when:

5. What's holding you back ? What are the obstacles you may have to overcome to achieve your goals?

6. What does success mean for you? What would success look like and feel like for you?



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POWERFUL INSIGHTS – WHAT MAKES YOU TICK?

8. What do you consider are your strengths that will help you achieve your goals; and any weaknesses that may hold you back?

STRENGTHS

WEAKNESSES

9. Routine Success Rituals. What daily success rituals can you set to break any habits that are not serving you and keep you accountable to your goals?

10. What reminders can you build into your weekly routine to keep you on track, like regular time-slots to review your goals or an accountability partner.

11. How can you specifically release stress or feelings of overwhelm? What can you do to look after yourself on a regular basis?

12. How many quality uninterrupted hours a week are you able to dedicate to the course and growing your personal brand and leadership goals?