

# MY BRAND STORY & VISION

Knowing what's important to you helps you make the best choices to get where you want to go. Like defining choices, what's important to you may be influenced by friends and family, your culture, and the different groups you're a part of. These factors (and many more) also contribute to who you are as an individual, but they don't necessarily define you. You do. You get to choose who you want to be, what matters to you, and what you envision for yourself. Think of this combination as your personal brand.

The board on the following page will help you picture your goals so that you can decide what things should and shouldn't be a part of your life now to help you achieve your goals, and how to create your personal brand story.

## Step 1: Craft Your Brand Story

If you had a personal brand, what words would describe you? Consider your values, things that make you unique, parts of you that make you feel proud, parts of your life history that make you who you are, along with things like personality traits, talents, likes and dislikes, interests, accomplishments, and challenges. Be as authentic as possible. Write or draw these elements of yourself in the My Brand Story box.

## Step 2: Think About Your Aspirations (Vision)

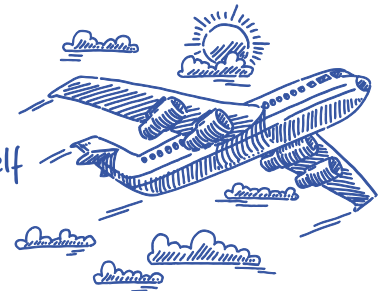
Think about your dreams and goals for the future, and the qualities you want to represent your life. Your future goals might include things you want to learn, accomplish, or experience, or places you want to explore or visit. Consider what you want for various parts of your life such as school, career, personal growth, relationships, hobbies, and wellness. In the yellow boxes, write some of your goals. \*Note: The future can refer to the next few weeks or months, the next year, or even the next 5 years. It's ok if you haven't thought about some of these things yet. Start where you are.

## Step 3: Gather Inspiration & Create Your Vision Board

Thinking about your hopes and goals from Step 2, write words, statements, or draw pictures that will remind you of the dreams and goals you have for yourself – the things you want to do. Consider leaving space here if you plan to expand your vision board with printed items that you glue to the board after browsing through websites, social media, magazines, or newspapers for images, quotes, and words. If you'd like, include a date for when you want to accomplish your goal.

### After High School...

- Graduate!
- Learn how to cook for myself
- Go on a trip



## Step 4: Reflect and Personalize

Take a step back and look at your vision board. Reflect on the images and words you've chosen, and how they represent your dreams and aspirations. Is this how you see yourself now? Is this how you see yourself in a few years from now? Does the vision you've created reflect what matters most to you? Does it help you to think of how your actions today will help you get to your goals?

**After High School...**

## MY BRAND STORY

Write words or statements that describe you, your values, what makes you unique, etc. See Step 2 on page 1.