

SECTION ONE



YOUR DREAM FUTURE



Figure 1: Ikigai Question to Answers

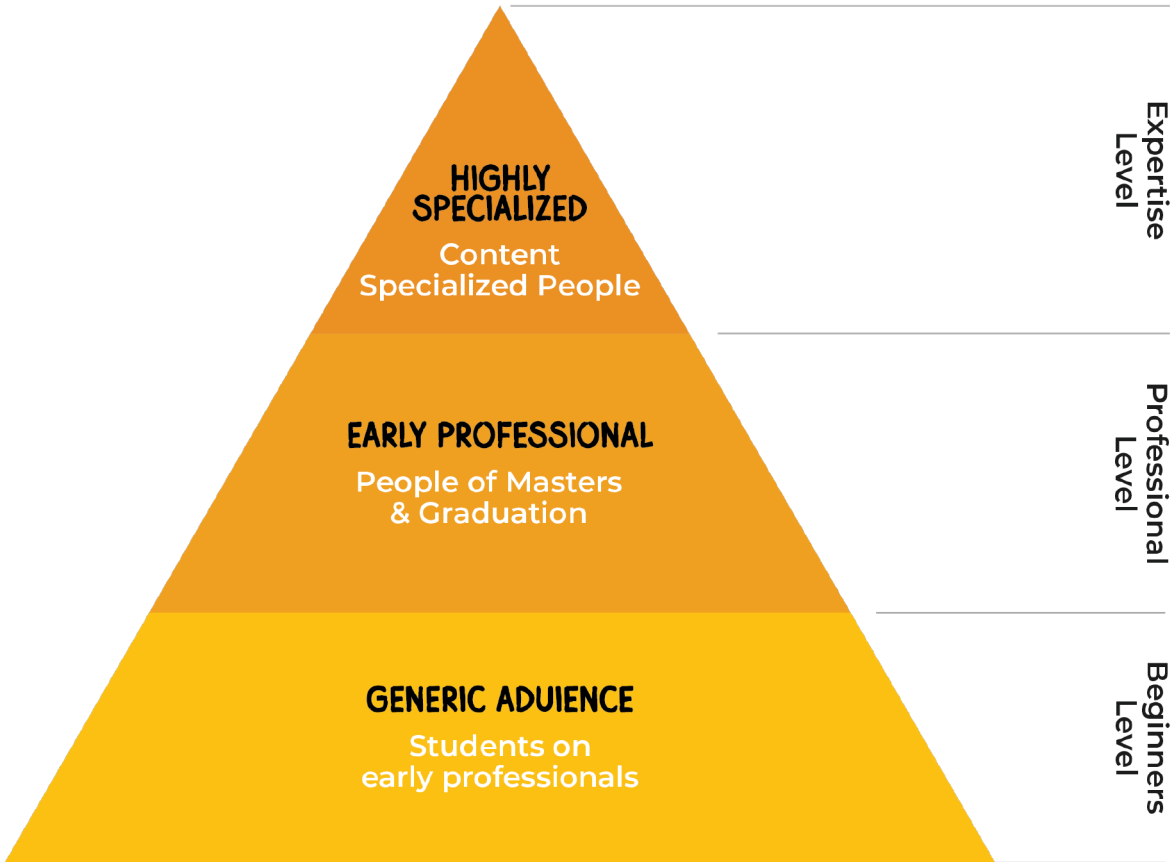


Figure 2: Audience level Pyramid

DESIGN THINKING

A FRAMEWORK FOR INNOVATION

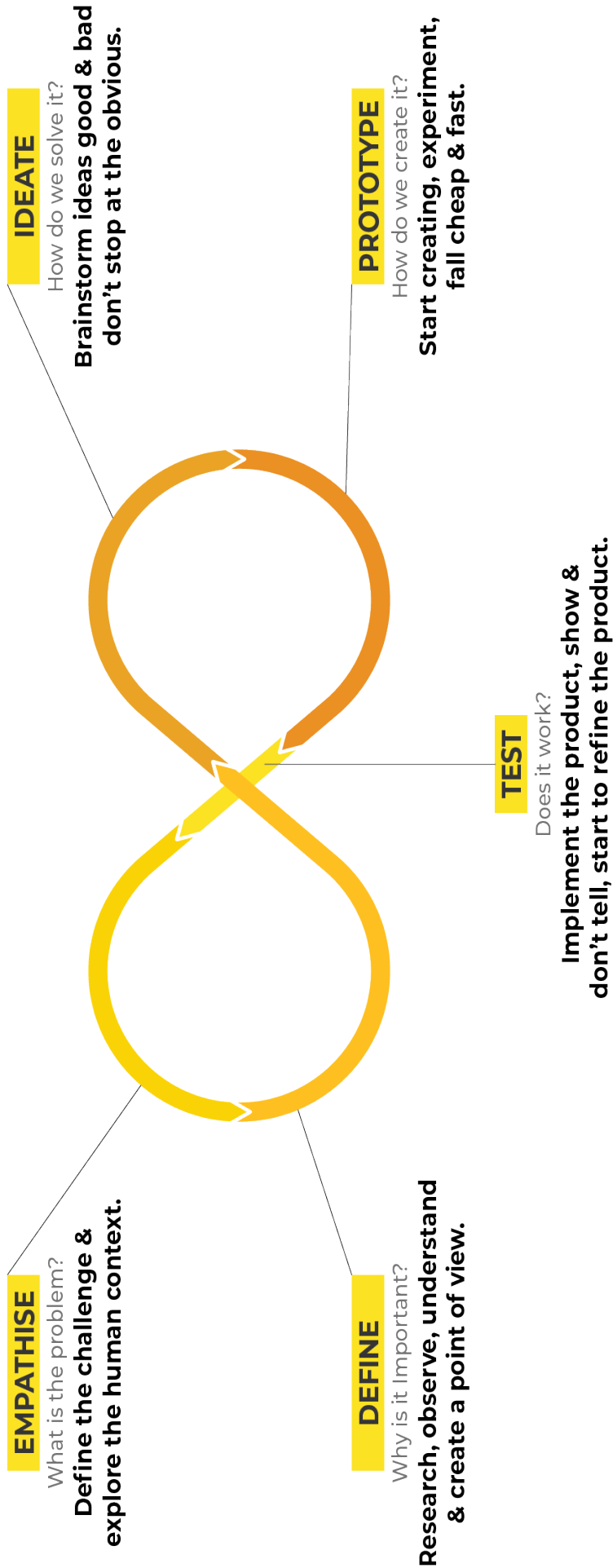


Figure 3: Design Thinking

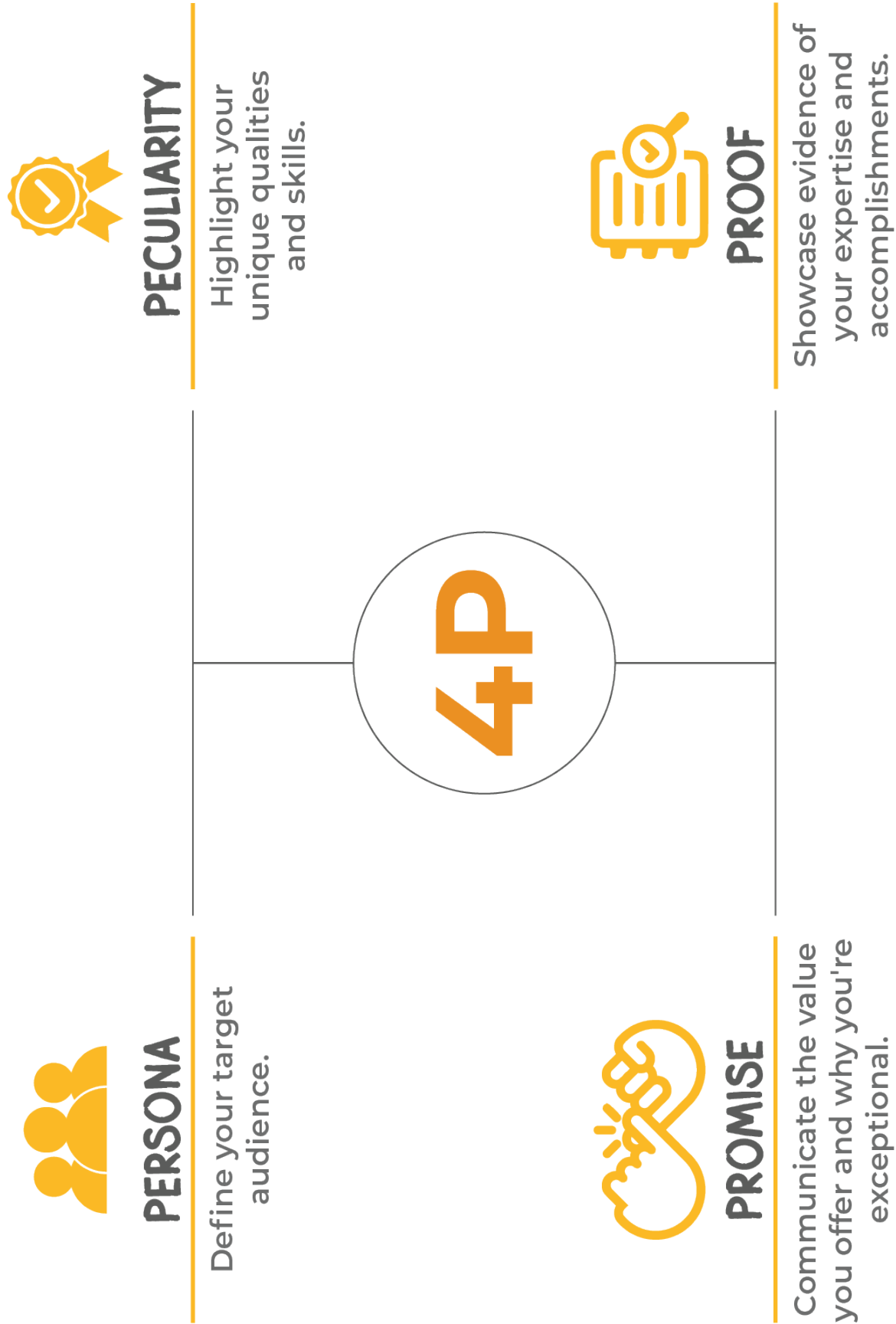


Figure 4: 4P Approach Personal Brand Formula



Figure 5: Brain Regions Function



Figure 6: Habit Influence Emotions



RESILIENCE



STAYING THE COURSE
AGAINST ALL ODDS



TAKING INITIATIVE EVERY
CHANCE YOU GET



NOT GIVING INTO NEGATIVE
THOUGHT PATTERNS



LEARNING FROM
SETBACKS

Figure 7: Resilience



ADAPTABILITY



AN OPEN MIND



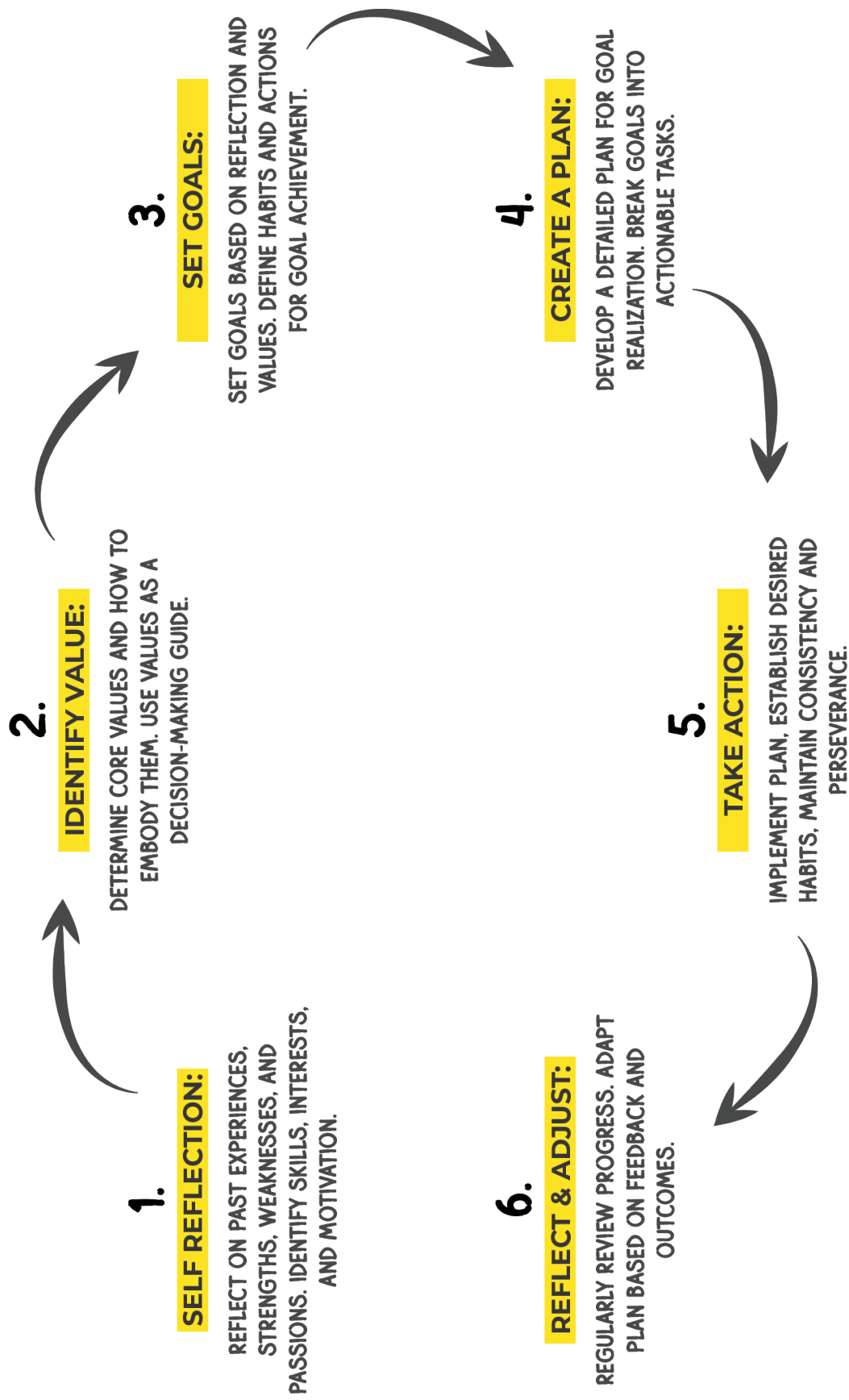
EMBRACING CHANGE



GETTING OUT OF YOUR COMFORT ZONE

Figure 8: Adaptability

Figure 9: Steps to follow your Dream Future



PAST EXPERIENCES

- When was the last time you felt ashamed of what you did? Why did you feel ashamed?
- What are the top 5 happiest memories from your life? Is there a common thread among them?
- When was the last time you cried? How did it make you feel?
- What was the last goal you accomplished? How did you feel afterward?
- When was the last time you quit something? What did you learn from the experience?

BRIDGING PAST, PRESENT, AND FUTURE

- If I could talk to my teenage self, the one thing I would say is ...
- Answer these: Could have, would have, should have
- Write 3 things you believe to be true that aren't true (about your perception in life)
- When I have kids, I'd want my kids to know ...
- Define a devastating moment that shaped your childhood

EMBRACING AMBIGUITY

- What always brings tears to your eyes?
- What surprised you the most about life?

**SELF REFLECTION
QUESTIONS**

PASSION EXPLORATION

- When was the last time you were truly engrossed in a task? What were you doing?
- What motivates you to keep going, even when things get tough?
- When I was a child, I wanted to become
- What is that one thing, if you knew you were going to do, will wake you up before your alarm?

STRENGTHS AND WEAKNESSES:

- At work, I last felt energized when ...
- I feel confident in a social gathering when ...
- List five things people compliment you on the most!
- When did you procrastinate last? How did that make you feel?
- Think about when you procrastinated but got around to the task. How did it make you feel afterward?

Figure 10: Self-Reflection Questions

- AUTHENTICITY
- ACHIEVEMENT
- ADVENTURE
- AUTHORITY
- AUTONOMY
- BALANCE
- BEAUTY
- BOLDNESS
- COMPASSION
- CHALLENGE
- CITIZENSHIP
- COMMUNITY
- COMPETENCY
- CONTRIBUTION
- CREATIVITY
- CURIOSITY
- DETERMINATION
- FAIRNESS
- FAITH

- FAME
- FRIENDSHIPS
- FUN
- GROWTH
- HAPPINESS
- HONESTY
- HUMOR
- INFLUENCE
- INNER HARMONY
- JUSTICE
- KINDNESS
- KNOWLEDGE
- LEADERSHIP
- LEARNING
- LOVE
- LOYALTY
- MEANINGFUL WORK
- OPENNESS
- OPTIMISM

- PEACE
- PLEASURE
- POISE
- POPULARITY
- RECOGNITION
- RELIGION
- REPUTATION
- RESPECT
- RESPONSIBILITY
- SECURITY
- SELF-RESPECT
- SERVICE
- SPIRITUALITY
- STABILITY
- SUCCESS
- STATUS
- TRUSTWORTHINESS
- WEALTH
- WISDOM

Figure 11: Core Value List

CREATE SMARTER GOALS

Set goals that are:

S	SPECIFIC	Direct, detailed, and meaningful.
M	MEASURABLE	Have milestones and are quantifiable.
A	ATTAINABLE	Ambitious yet realistic.
R	RELEVANT	Aligned with your vision and life plans.
T	TIME-BOUND	Have clear deadlines to track your success.
E	EVALUATE	Regularly evaluate your progress, priorities, and action plans.
R	REWARD	Reward yourself for tour efforts and progress.

Figure 12: Create Smarter Goals

GOAL	IMPACT (1-5)	EFFORT (1-5)	TIME-FRAME
COMPLETE MBA DEGREE	5	4	2 YEARS
LEARN A NEW LANGUAGE	3	4	3 MONTHS
READ 12 BOOKS A YEAR	2	3	1 YEAR
LAUNCH A SIDE BUSINESS	5	5	6 MONTHS

Figure 13: The "10-3-1" Framework

SECTION TWO



DO WHAT YOU LOVE OR
LOVE WHAT YOU DO

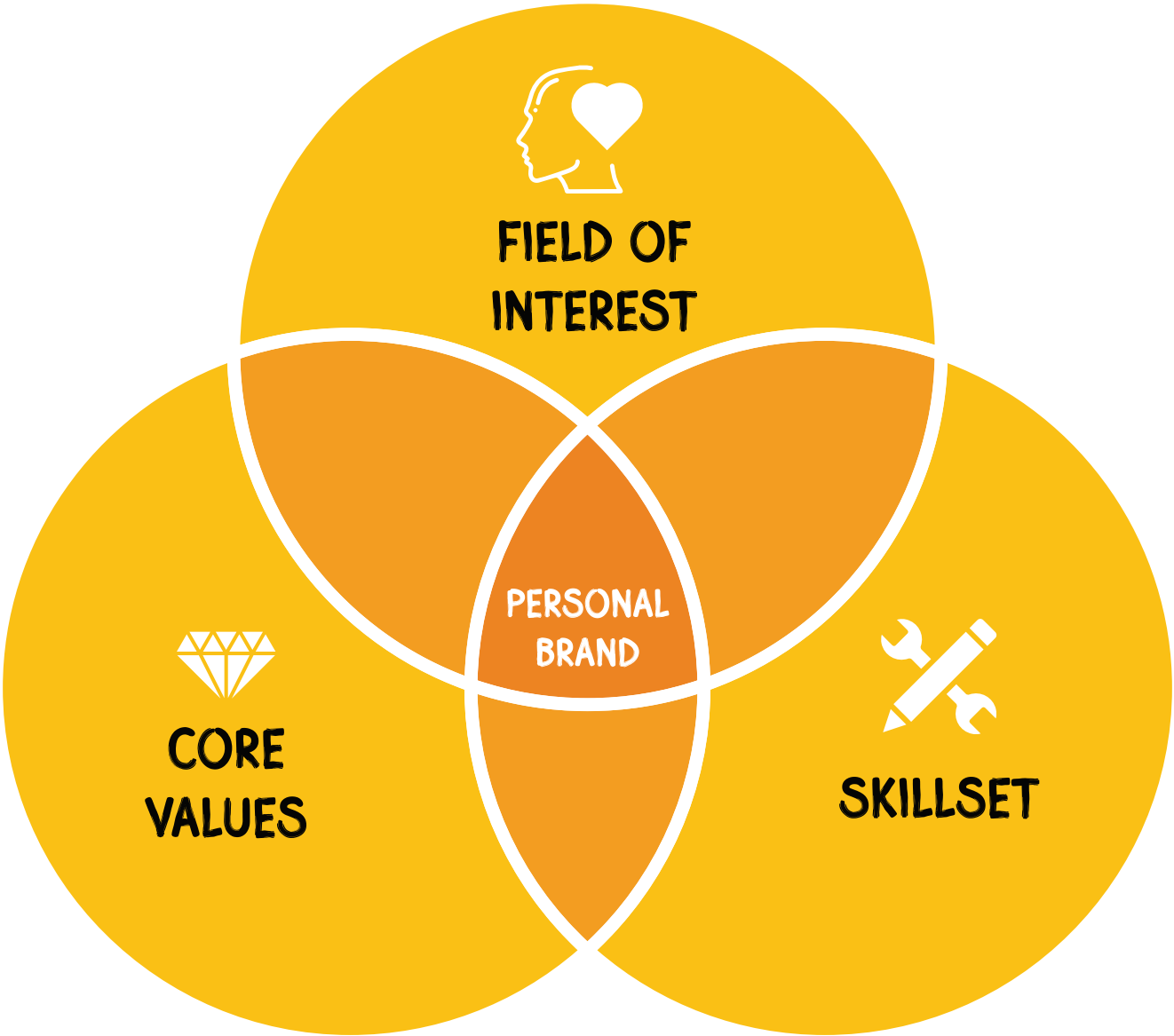


Figure 15: Building your Personal Brand

LEONARDO DA VINCI

Perhaps the quintessential generalist, da Vinci was a painter, sculptor, inventor, engineer, mathematician, and more.

BENJAMIN FRANKLIN

Franklin was a polymath who excelled in many fields, including science, writing, and politics.

STEVE JOBS

While Jobs is primarily known for his work in technology and design, he was also interested in other fields such as calligraphy and Eastern spirituality.

RICHARD FEYNMAN

Feynman was a physicist, but he also had a passion for music and played the bongos.

ELON MUSK

Musk is known for his work in technology, but he has also shown interest in fields such as space exploration and sustainable energy.

OPRAH WINFREY

Winfrey is a media mogul, but she has also dabbled in acting, producing, and philanthropy.

THEODORE ROOSEVELT

Roosevelt was a politician, but he was also a naturalist, historian, and writer.

MAYA ANGELOU

Angelou was a poet and writer, but she also worked as a singer, dancer, and civil rights activist.

NEIL DEGRASSE TYSON

Tyson is a scientist and science communicator, but he also has interests in music, sports, and comedy.

COURTNEY COX

Courtney is an actress and filmmaker, has her own production company and also launched a brand of home cleaning products.

Figure 16: Famous Generalist throughout History



Figure 17: People Success rate Graph

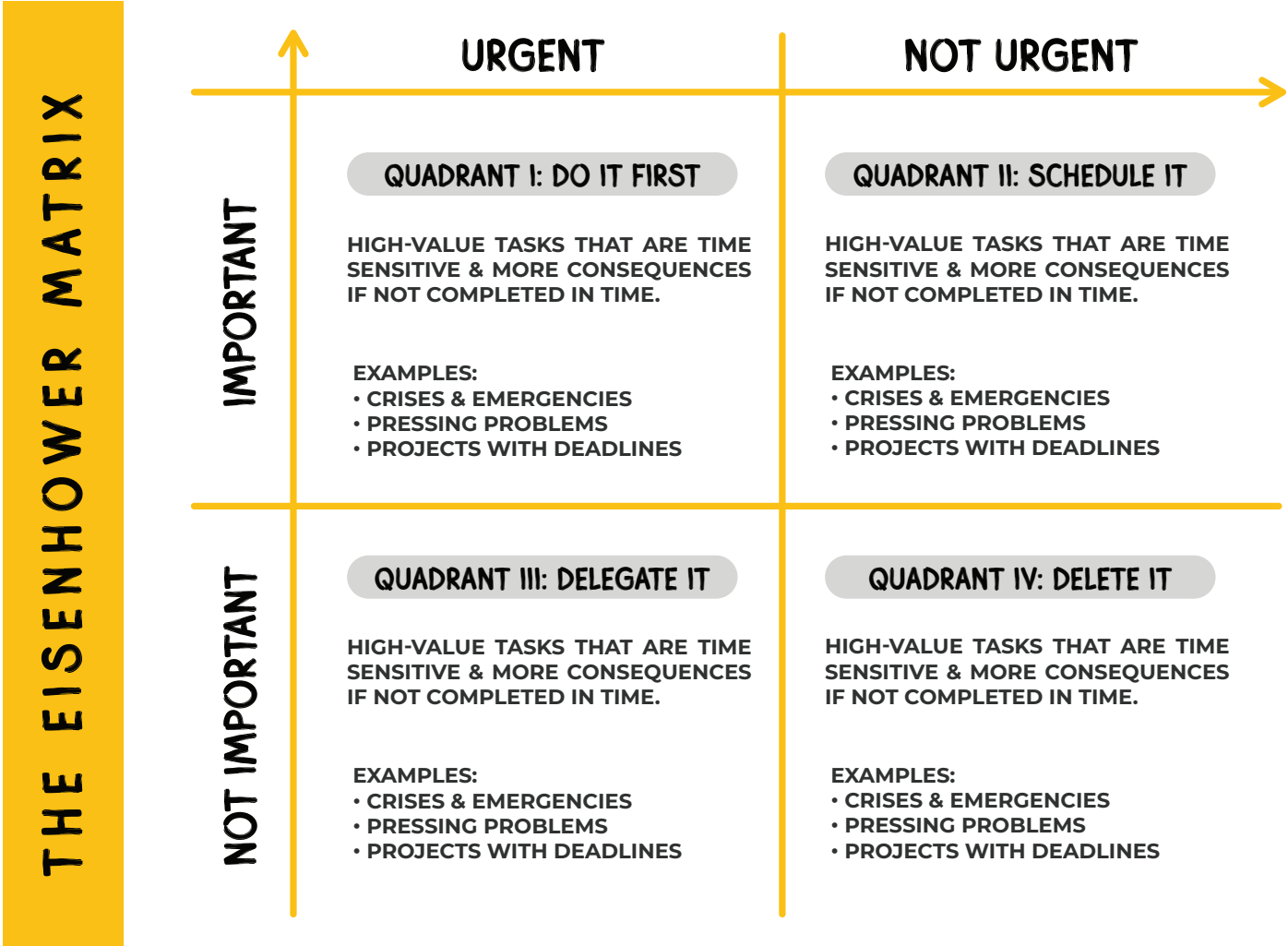


Figure 18: The Eisenhower Matrix

CHANGE YOUR THINKING, CHANGE YOUR LIFE!



INSTEAD OF SAYING...	I CAN SAY...
"This is too hard!"	"What am I missing?"
"I'm the best at this."	
"Math isn't for me."	
"I can't make this any better"	
"I'm not as good as they are"	
"Plan A didn't work"	
"I already know everything"	
"I give up!"	



Figure 19: Instead of Saying Chart

SECTION THREE



BE YOUR OWN
CHEERLEADER



Figure 20: Self-care Wheel

SECTION FOUR



BUILD YOUR SOCIAL MEDIA PRESENCE

1. FACEBOOK GLOBAL SOCIAL NETWORK	2. INSTAGRAM VISUAL STORYTELLING HUB	3. TWITTER REAL-TIME MICROBLOGGING	4. LINKEDIN PROFESSIONAL NETWORKING POWERHOUSE
5. YOUTUBE VIDEO CONTENT HUB	6. SNAPCHAT EPHEMERAL MEDIA SHARING	7. PINTEREST VISUAL BOOKMARKING TREASURE	8. TIKTOK SHORT-FORM VIDEO CRAZE
9. REDDIT DIVERSE ONLINE COMMUNITIES	10. TUMBLR CREATIVE MICROBLOGGING PLATFORM	11. WHATSAPP INSTANT MESSAGING GIANT	12. WECHAT ALL-IN-ONE MESSENGER
13. LINE MESSAGING AND MORE	14. VIBER CHAT AND CALLS	15. TELEGRAM SECURE MESSAGING ALTERNATIVE	16. SINA WEIBO CHINESE MICROBLOGGING SENSATION
17. VKONTAKTE RUSSIAN SOCIAL NETWORK	18. WEIBO CHINA'S MICROBLOG LEADER	19. QZONE CHINESE SOCIAL SPACE	20. RENREN CHINESE SOCIAL NETWORK
21. XING PROFESSIONAL NETWORKING SITE	22. MEETUP EVENT ORGANIZATION NETWORK	23. FLICKR PHOTOGRAPHY SHARING COMMUNITY	24. TWITCH LIVE GAMING BROADCASTS
25. PERISCOPE LIVE STREAMING EXPERIENCES	26. VIMEO ARTISTIC VIDEO HOSTING	27. SOUNDCLOUD AUDIO SHARING HUB	28. MIXCLOUD UNIQUE MUSIC MIXES
29. QUORA QUESTIONS ANSWERED HERE	30. MEDIUM THOUGHTFUL CONTENT PLATFORM	31. SLIDESHARE PROFESSIONAL PRESENTATIONS SHARED	32. BEHANCE CREATIVE PORTFOLIO SHOWCASE

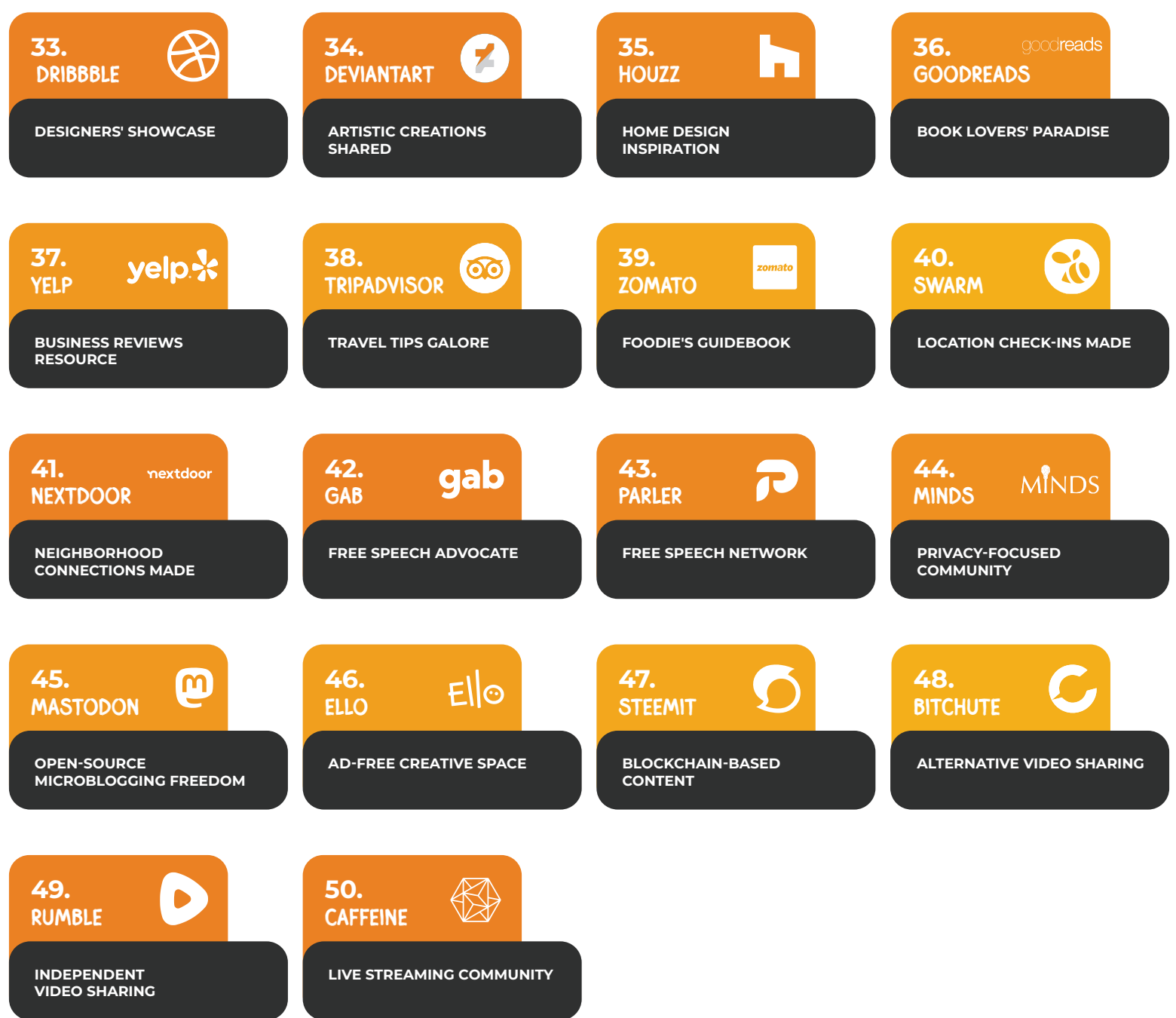


Figure 21: Identifying your social media Platforms.

Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assests	Link to Publish Post
Instagram	SUN	PUBLISHED	01/01/2023	8:00 AM	EVENT (GREETING)	HAPPY NEW YEAR, JOURNAL BUDDIES!	SINGLE GIF	.INSTAGRAM.COM	.INSTAGRAM.COM	.INSTAGRAM.COM
LINKEDIN	SUN	PUBLISHED	01/01/2023	8:00 AM	EVENT (GREETING)	HAPPY NEW YEAR, JOURNAL BUDDIES!	SINGLE GIF	.INSTAGRAM.COM	.INSTAGRAM.COM	.INSTAGRAM.COM
TWITTER	SUN	PUBLISHED	01/01/2023	8:00 AM	EVENT (GREETING)	HAPPY NEW YEAR, JOURNAL BUDDIES!	SINGLE GIF	.INSTAGRAM.COM	.INSTAGRAM.COM	.INSTAGRAM.COM
FACEBOOK	MON	SCHEDULED	01/01/2023	8:00 AM	EVENT (GREETING)	HAPPY NEW YEAR, JOURNAL BUDDIES!	SINGLE GIF	.INSTAGRAM.COM	.INSTAGRAM.COM	.INSTAGRAM.COM
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Figure 22: ROI Activity Chart

PERSONAL BRAND GROWTH TRACKER				
WEEK: JAN 4TH-JAN 11TH				
SOCIAL MEDIA PLATFORMS >>	INSTAGRAM	LINKEDIN	MEDIUM	
KEY PERFORMANCE INDICATORS (KPIs) <YOU CAN CHANGE THIS BASED ON PREVIOUS WEEK'S GOALS>				
1. FOLLOWERS/ SUBSCRIBERS	STARTING/ ENDING <INSERT NUMBERS>	STARTING/ ENDING <INSERT NUMBERS>	STARTING/ ENDING <INSERT NUMBERS>	
2. ENGAGEMENT METRICS	TOTAL POSTS, TOTAL LIKES, TOTAL COMMENTS TOTAL RESHARES	TOTAL POSTS, TOTAL LIKES, TOTAL COMMENTS TOTAL RESHARES	TOTAL POSTS, TOTAL LIKES, TOTAL COMMENTS TOTAL RESHARES	
3. CONTENT PERFORMANCE	[LIST YOUR TOP-PERFORMING POST(S)]	[LIST YOUR TOP-PERFORMING POST(S)]	[LIST YOUR TOP-PERFORMING POST(S)]	
4. ENGAGEMENT RATE	[(TOTAL LIKES + TOTAL COMMENTS) / TOTAL FOLLOWERS] X 100%	[(TOTAL LIKES + TOTAL COMMENTS) / TOTAL FOLLOWERS] X 100%	[(TOTAL LIKES + TOTAL COMMENTS) / TOTAL FOLLOWERS] X 100%	
5. AUDIENCE DEMOGRAPHICS	[AGE, GENDER, LOCATION]	[INDUSTRY, JOB TITLES, LOCATION]	[INTERESTS, LOCATION]	
GOALS	[INCLUDE ANY SPECIFIC GOALS OR NOTES RELATED TO YOUR PERSONAL BRAND GROWTH ON EACH PLATFORM.]			
ACTION PLAN	[LIST ANY ACTIONS OR STRATEGIES YOU PLAN TO IMPLEMENT TO IMPROVE YOUR PERSONAL BRAND GROWTH ON THESE PLATFORMS.]			

Figure 23: Personal Brand Growth Tracker