



STAR POWER

Thriving in Uncertain Times Selling “You, Inc.”

Reputation:

- What I am known for
- The beliefs or opinions held about me

Recharging Reputation

1. Pick one word that best describes what I am known for?
2. Is this reputation helping or hurting me?
3. What reputation would be most helpful to me?
4. What price must I pay to get this new reputation?
5. Is the gain more than the cost?
6. Will I make the changes?