



RECOGNIZE OPPORTUNITY



SEE THE NEED. DISCOVER THE IMPACT YOU CAN CREATE.

REFLECTION



WHAT DID YOU JUST ACCOMPLISH?



WHAT DID YOU LEARN ABOUT YOURSELF THROUGH PYB?



HOW HAS YOUR THINKING ABOUT YOUR ONLINE PRESENCE CHANGED?



WHAT VALUES WILL GUIDE YOU AS YOU LEAD OTHERS?

LOOK AROUND

Who else could benefit from what you've learned? Think big.



WHO ELSE COULD BENEFIT FROM PYB?



WHO NEEDS TO PROTECT THEIR BRAND?



WHO DO I KNOW THAT WOULD APPRECIATE THIS EXPERIENCE?



WHO ELSE IS ACTIVE ONLINE?



WHERE COULD I MAKE AN IMPACT?



WHAT NEEDS DO YOU NOTICE?

You just completed **Protect Your Brand.** Now look around. Opportunity is everywhere.

*Leaders notice it.
Leaders act on it.*

YOUR FIRST STEP



Think of at least **three** people or groups who could benefit from Protect Your Brand. Write their names below.

- 1
- 2
- 3



1

RECOGNIZE OPPORTUNITY

2

CHOOSE YOUR ROUTE

3

HELP OTHERS PROTECT THEIR BRAND

4

TAKE THE JOURNEY

5

LEAVE A TRAIL

6

KEEP TRAVELING

