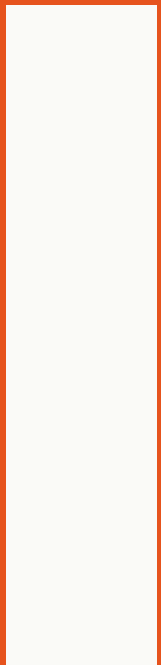


THE HI COMPANY • PERSONAL BRAND PROCESS

THE IDENTITY MODEL

Curate the most unique, distinctive,
authentic, human and valuable version of
BRAND YOU.





INTERROGATE

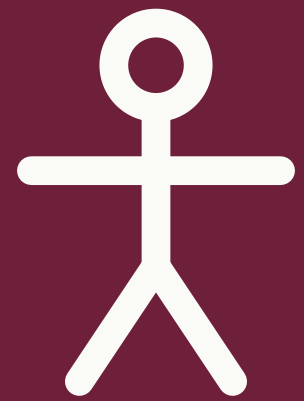
Audit what you actually do, believe, value, and stand for. Self-reflection and curiosity are key. There are many tools and techniques to help do this.



DEFINE

The articulation of what's distinctively you: your DNA, essence and your value. Curating your identity assets and core brand pillars. This is typically a combination of words and images that are deeply resonant to you.

E



EMBODY

Live your curated identity visibly, consistently, and without apology. It's a process and requires commitment, discipline and is all about execution.

N



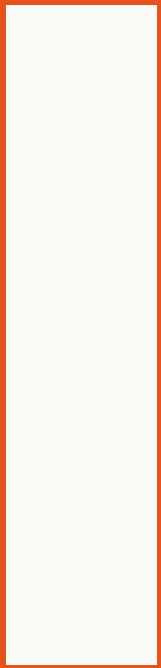
NURTURE

Constantly be crafting your narrative. It's a compounding asset. Awareness and adjustment is part of the routine.



TEST

Experiment with different approaches, assets, ideas, content and channels to see what feels authentically right and what gets a good response or not.



ITERATE

Evolve and integrate things that are working and reflect the shift from your current context to your aspirational future self: stay relevant and valuable while staying true.

T



TRUST

Know that you've done the work. You know yourself, are confident in your perspective and the value you deliver. Trust the process, live the outcome. Your in-person and online persona align and are complementary.



YIELD

Let go of who you were, to become who you're becoming. Keep pushing yourself to be braver and more distinctively you. Remember YOLO!



DEFINE. EXPRESS. EVOLVE. **BRAND YOU**

If you want a partner in working through your personal or professional **BRAND YOU**, get in touch.

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