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These questions are designed to help you map your flight plan for success and soar by aligning your authentic personal brand story with mission control, effective storytelling, and positive outcomes for internal and external stakeholders.

**Assess (Who are you?): Use 2-3 adjectives and one noun to describe yourself.**

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**Define: Who's your primary/target, secondary and tertiary audience?**

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**Communicate: What happens because of you? Your organization? (7 – 10 words)**

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**Communicate (cont.) – How do you want your audience to feel about the problem you need help solving?**

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**Activate – What is your call to action? Return on the investment?**

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**Activate – Where do you need to make meaningful connections online and in person?**

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*What is your first measurable step within 7 days?*

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**Notes**

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**Remember: What you measure ensures that it gets done. Your WOW Flight Plan is your guide to intentional success. It's time to load and launch! We can *lead, guide, and direct* you as you WOW!**

Wishing you a wow-filled journey!

*Kathy Y. Times*