

DESIGNING AN INCLUSIVE BRAND TO REACH YOUR GOALS

CORPORATE IN *Color*
Est. 2014

WHAT ARE MY PILLARS?

Choose at least 3 characteristics that embody your brand either currently or aspirationally. Consider your personal and professional life and how you choose to show up in the world.

SETTING YOUR GOALS

Goals are more likely to be accomplished when they are **SMART. SPECIFIC, MEASUREABLE, ATTAINABLE, RELEVANT, TIME BOUND**. Choose a goal you hope to accomplish and write it down below.

GOAL

CONSIDER: HOW CAN I MAKE THIS GOAL INCLUSIVE?

ACTIONS

What are the DAILY, WEEKLY, and MONTHLY actions you can do to help you reach your goal?

DAILY

WEEKLY

MONTHLY