

ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

1. To what extent does your personal style influence your personal brand? What does developing a personal brand mean to you?
2. Describe some of the ways in which developing a personal brand is beneficial, along with the potential difficulties you may encounter along the way.
3. Sometimes our approach needs to be adjusted in order to present our brand in a way that other people will resonate with. Discuss.