

PERSONAL BRAND WORK BOOK

HELPFUL QUESTIONS FOR STORYTELLING

What was your greatest achievement?

What was the bravest thing you ever did?

What was the most challenging thing you've ever done?

What fact about you surprises others the most?

Which experience do you value the most?

Who inspires you the most?

What do others say about you?

DEVELOP YOUR PERSONAL BRAND STORY (HERMANN H. WALA)

STAGE 1: ORDINARY WORLD

What did your everyday life look like for a long time? What did you miss about it? What have you always wanted to do?

STAGE 2: CALL TO ADVENTURE

When was your wake-up moment? What did it look like?

STAGE 3: REFUSAL OF THE CALL

What were you afraid of? How did people react to your plans in the beginning?

STAGE 4: MEETING THE MENTOR

Who was your mentor? Which personalities inspired you and still do?

STAGE 5: CROSSING THE FIRST THRESHOLD

How did you feel when you took the first step? What were the first difficulties?

STAGE 6: TESTS, ALLIES, ENEMIES

What did you learn about yourself in the early days? How are you different from your old self now?

STAGE 7: INNERMOST CAVE

Who was your opponent? What did you learn about yourself from him?

STAGE 8: ORDEAL

What is your biggest fear? What has been the most difficult decision of your life so far?

STAGE 9: REWARD

What was the moment of your greatest triumph? What conclusions did you draw from it?

STAGE 10: THE ROAD BACK

Could you imagine returning to your old environment? Do you miss anything?

STAGE 11 & 12: RESURRECTION & RETURN

How have your principles changed compared to the past? What do you still want to achieve in your life and what values do you want to pass on to others?