

WORKSHEET

PERSONAL JOURNEY MAPPING

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WHAT IS PERSONAL JOURNEY MAPPING?

AN EFFECTIVE PERSONAL BRAND IS AN AUTHENTIC EXPRESSION OF THE INDIVIDUAL.

Many people try to cover up who they really are, and get lost in the manufactured brand they have created.

There are signs throughout our lives that indicate what our personal brand really is, key moments that help us to see our true authentic selves. When we analyse the journey to date, we can see patterns that emerge that show us, in the plain light of day, who we really are.

- Extract taken from 'I AM MY BRAND' by Kubi Springer

Let's do the work!

Areas of Interest	Under 10 Years Old	11 - 18 Years Old	19 - 29 Years Old	30 - 39 Years Old	40 - 50 Years Old	51 - 60 Years Old	61 Years +
Hobbies and Interests							

Let's do the work!

Areas of Interest	Under 10 Years Old	11 - 18 Years Old	19 - 29 Years Old	30 - 39 Years Old	40 - 50 Years Old	51 - 60 Years Old	61 Years +
Fun Moments							

Let's do the work!

Areas of Interest	Under 10 Years Old	11 - 18 Years Old	19 - 29 Years Old	30 - 39 Years Old	40 - 50 Years Old	51 - 60 Years Old	61 Years +
Down Moments							

Let's do the work!

Areas of Interest	Under 10 Years Old	11 - 18 Years Old	19 - 29 Years Old	30 - 39 Years Old	40 - 50 Years Old	51 - 60 Years Old	61 Years +
Defining Moments							

Let's do the work!

Areas of Interest	Under 10 Years Old	11 - 18 Years Old	19 - 29 Years Old	30 - 39 Years Old	40 - 50 Years Old	51 - 60 Years Old	61 Years +
Key Lessons							

Let's do the work!

Areas of Interest	Under 10 Years Old	11 - 18 Years Old	19 - 29 Years Old	30 - 39 Years Old	40 - 50 Years Old	51 - 60 Years Old	61 Years +
Emerged Beliefs							

Let's do the work!

Areas of Interest	Under 10 Years Old	11 - 18 Years Old	19 - 29 Years Old	30 - 39 Years Old	40 - 50 Years Old	51 - 60 Years Old	61 Years +
Friendship Values							



ONCE YOU UNCOVER YOUR TRUTH, YOU THEN NEED THE COURAGE TO MARKET IT!

Your pain and personal struggles help uncover your true 'why' and you can start to see who Your Tribe are. You can identify where you have historically fitted in, the people that you have connected with and the ones that have connected with you. It's a powerful tool that when you take the time to do it, it helps reveal the authentic version of yourself.

- Extract taken from 'I AM MY BRAND' by Kubi Springer



“**DEFINE YOUR BRAND**
OR THE WORLD
WILL DEFINE IT FOR YOU”

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