

PERSONAL BRANDING LIFE PLANNING MASTERY

Activating Your Advantage



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ISBN: Paperback 979-8615729898



happyselfpublisher.com

PERSONAL BRANDING LIFE PLANNING MASTERY

Portfolio Journal

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Preface

Actively experiencing the Human Resources profession and volunteer environments for over 25 years, I have discovered that a large majority of individuals work very hard all of their lives. Most of these individuals do so without taking the necessary time to evaluate or plan where they want to take their personal and professional livelihoods. Equally troubling is the opinion that many, many people do not fully recognize how critically important, not to mention valuable, their personal brand (also known as [aka] reputation) is in this very visually monitored, endlessly connected, and highly competitive global environment.

The targeted objective for readers of this book is to experience a deep introspection while piecing together a priceless composite of personal memories, life experiences, and future-based successes. A portfolio of results occurs after answering the embedded questions and activities throughout. Readers have a unique opportunity to complete each Mastery Mindset worksheet provided after each chapter and compile these critically important documents to create their own one-of-a-kind personalized self-portrait mastery. The resulting portrait will serve as a life foundation for their intimately created brand and newly documented plan.

The author believes strongly that by completing each activity, readers will be able to move forward, one-step at a time, and experience an enriching activation of their newly acquired expansion of knowledge. Many tools and techniques provided will help readers advance in their own personal growth and future sustainability. Building upon this growth experience, readers can then advance their personal brand and life plan to a higher degree by achieving greater personal success. Each reader can adopt the pro-active positive mindset and activate their life's advantage, beginning right now. To Your Continued Success, **Dr. Frank Ingraham**

Introduction

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My six-word Personal Brand:

_____	_____	_____
_____	_____	_____

If need assistance to select the six words, you can access a sample word list at
<https://www.enchantedlearning.com/wordlist/adjectivesforpeople.shtml>.

My top-three Life Achievements (to-date):

- (1) _____
- (2) _____
- (3) _____

Part I. Foundation and Education: Mastery of Branding and Planning

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My four-letter acronym after completing The MBTI® evaluation process:

The four letters _____ (are defined as _____ +
_____ + _____ + _____)

and signifies a personality with the following primary traits: _____

How I see me, summarized by this key word sound-bite narrative description:

Chapter 1 - Personal Grounding and Success Platform

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Additional personalized life planning portfolio documents will include completion of the following (check the box as each completed document enters your new personal portfolio):

Personal Grounding and Success Platform

☐

Articulate a description of my current life and my desired future life

☐

Define my meaning of success (my own definition, what I believe it to be)

☐

Review and update my current resume(s) and/or CV (Curriculum Vitae)

☐

State my meaning of living a satisfying and fulfilling peace of mind quality of life

☐

Identify my primary passion and my philosophy (outlook) on life

☐

Create my employment Plan B, in the event my current job ends abruptly, and

☐

Describe my uniqueness by articulating what I believe to be special about me.

Chapter 2 - Interpretation and Perception – Choices and Habits

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Interpretation and Perception – Choices and Habits (part 1 of 3)

Evaluating self and taking a personal inventory will contribute to our ongoing success, and helps reveal our true inner person. Write short entries next to each item on the following list:

- ✓ Attributes - _____
(characteristics – e.g., service to others, raise awareness, equip colleagues)
- ✓ Beliefs - _____
(trust/holds to be true – e.g., golden rule, reap what we sow, in God’s hands)
- ✓ Values - _____
(unwavering guide/standards – e.g., ethical behavior, treatment of others)
- ✓ Principles - _____
(fundamental truth – e.g., do what is right, servant leadership, believe in self)
- ✓ Skills - _____
(ability/expertise – e.g., leadership, communication, decision-making)
- ✓ Assets - _____
(useful/valuable qualities – e.g., dependability, family foundation, volunteer)
- ✓ Talents - _____
(natural skills/abilities – e.g., organization, writing, networking, learning)
- ✓ Gifts - _____
(spiritual/wisdom/knowledge – e.g., connecting with others/strangers)
- ✓ Other - _____

Responses will help the discovery process for identifying our uniqueness in a way that enhances our personal strengths and competitiveness within our various surroundings.

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Interpretation and Perception – Choices and Habits (**part 2 of 3**)

Gain an understanding for why we are experiencing (or not experiencing) happiness

(response may focus on today's life, a particular job, work group, or workplace, etc.):

➤ Do I love what I do?

➤ Do I do it well?

➤ Do I get paid for it?

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Interpretation and Perception – Choices and Habits (**part 3 of 3**)

After accessing the listed resources below, write our response to each question and add to our portfolio of personalized information (check the box as each resource is completed):

☐

30 Questions to Help You Discover Your True North

(<https://www.billgeorge.org/articles/30-questions-to-help-you-discover-your-true-north/>)

☐

Appendix B – Building Greater Self-Awareness > Composite Questions

(Knowing ourselves really well also helps to understand others really well.)

Part II. Implementation and Application: Attitude and Outlook

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Initiate an immediate advantage by recognizing and then transforming negativity into positivity.

Being able to affect and direct our mindset, attitude, and outlook is powerful.

Write a sentence that describes an earlier life experience related to each listed feeling or emotion:

Enthusiasm - _____

(e.g., filling a volunteer leadership role revealed endless opportunities for expanded engagement)

Motivation - _____

(e.g., deciding to write a book begins with a detailed timeline to realize milestone achievements)

Humor - _____

(e.g., recognizing sporadic opportunities to insert obvious falsehoods into lively conversations)

Excitement - _____

(e.g., teaching adult learners in higher education institutions provides rich contributions for all)

Energy - _____

(e.g., choosing to embrace a positive mindset from a healthful/spiritual outlook delivers growth)

Chapter 3 - Expanding Value and Growth

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Maximizing our capabilities and talents involving analysis tools like the SWOT analysis, focuses on identifying and describing our personal strengths, weaknesses, opportunities, and threats.

This tool can assist each user to obtain a better understanding of different factors affecting them personally and professionally. We can benefit significantly by conducting an analysis for each.

Conducted SWOT analysis (identify personal or professional), list features at each factor below:

☐

Strengths - _____

☐

Weaknesses - _____

☐

Opportunities - _____

Threats - _____

☐

Chapter 4 - Success, Intentions, and Lessons

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Create a description for each:

- a. Personal Vision Statement (life’s future direction, big picture, answers our WHAT)

- b. Personal Mission Statement (life’s purpose, focus of approach, answers our WHY)

- c. Personal Influence-Circle/Key Members (valued relationships, answers our WHO)

Note: Appendix A, Questions 1 and 2 revisits each description. Draft now and refine later.

Appendix E includes an opportunity to identify our top three goals (answers our HOW).

Chapter 5 - Splendid Discovery

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Access the website form at <https://fireuptoday.com/download/50yeargoals-legacy-worksheet.pdf> (Richardson, 2014), print the worksheet, answer the form's five questions listed here, and check each box below when completed (deciding how we want to make a difference in the world):

☐

Who or What Do You Want to Impact?

☐

How Do You Want to Instill Change?

☐

What Will You Do or Create That Will Outlive Your Life?

☐

What Will be the Results?

☐

What Action Steps Are Necessary to Make This A Reality?

Additionally: Write an abbreviated version of our obituary or 90th birthday celebration announcement here:

Chapter 6 - Accountability Is a Personal Trust

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Mastery Mindset – Action Step

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Write an abbreviated Personal Value Proposition (identify the targeted organization [or position], identify our key strengths, tie the organization's needs to our strengths, and gather key documents or evidence and success stories supporting our position statements):

Targeted Organization and/or Position:

Key Strengths:

Organization's needs tied to our strengths:

List documented evidence, success stories, and gathered evidence-supporting statements:

Part III. Engagement and Celebration: Storied Impact beyond Today

Chapter 7 - Five-Year Plan - Action Required

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Mastery Mindset – Action Step

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Five-Year Action Planning - Answer each listed item and check the box below once completed:

☐

I have researched and selected a five-year plan template.

☐

I have identified the key components of my new five-year plan.

☐

I have updated my new five-year plan.

☐

I have accessed the *Business Model You* link and website content.

☐

I have updated my new *Business Model You* template.

☐

I have scheduled a short break on my calendar to celebrate having achieved creating my new five-year plan and my new *Business Model You* template.

Chapter 8 - Personal Evaluation and Reflection

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Mastery Mindset – Action Step

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After accessing the listed resources below, finalize each item and add to our portfolio of personalized information (check the box as each resourced task is completed):

☐

The Jack Canfield Victory Log (described in ‘*The Success Principles*’ book [2005]), can help to empower us by providing a tool for recording our ongoing successes. We can review our victories whenever needed, to remind how valuable and successful we really are in our daily lives.

(Log access is available at <http://www.thesuccessprinciples.com/resources/>)

☐

Create a 24-Hour Activity Tracker template (columns to list each day of the week with rows to list 60-minute increments) recording hourly activities for one full week. Knowing where we are spending our valuable time helps, so we can better determine experiences as being good (repeat) and not so good (not repeat).

Afterword: Focused Maintenance

Each of us have a personal brand (reputation), as we now know. We have definite attributes, skillsets, and experiences. Our circle of family, friends, and colleagues think about us in a way that is either positive, negative, or somewhere in between. A key question becomes whether we take control of our brand in such a way that proves beneficial to those whom we interact. People will develop a first impression of us, when they do not yet know us. People who do know us, have also formed a lasting impression of us, therefore, we must actively determine the type of impression that we want to create.

The personal brand that we have created for ourselves impacts the impression others have of us, and like consumer products and services, we deliver results and grow our positive impact on others or we suffer the opposite effect. Our actions speak louder than our words. Similarly, embracing a positive mindset for continuous growth, and displaying an attitude of gratitude, will create an enticingly branded environment for each of us.

Life can be difficult, as well as provide a richness of wonderful experiences, with distinguished memories that last a lifetime. There are an endless array of benefits and rewards that occur from life planning, as life provides only two guarantees – each of us are born and each of us will die (not to mention being required to pay taxes). Whenever we read about someone's life, we typically see the following 'DOB – DOD' (date of birth – date of death). As noted earlier, the richness of life lies within our actions and activities that are included within that small mark between both dates. We must be intentional with our actions, and decide what kind of life we would like to experience. Again, while no guarantee is available, having faith and a good work ethic attitude will help us to live a life that is both satisfying and fulfilling with our many memorable experiences of love and joy occurring throughout.

The life planning that we have articulated on paper will indeed provide a road map of our future travels, so that our intentional actions help us to experience the desired destination (or give us a lot to think about for why the destination did not materialize as we initially thought). Again, no guarantees in life, only outcomes from our actions. We decide on our path, and work toward achieving the best possible outcome.

Lastly, we are encouraged to develop three critical life areas; learn and grow our skills, network and help others grow, and do as much as we can, the best that we can in everything that we do. Such personal achievement will enhance both our personal branding and life planning results. We must choose wisely, so that we can maximize our lifetime of outcomes.

This book provides a significant number of beneficial action items to complete. Each reader will decide whether to complete each listed task. The likely outcome from completing each task, and articulating a response to each question, will undoubtedly have each reader becoming better in tune with their inner self, and therefore, model the richness of their outer self. We get to choose the direction of our efforts, the journey in which we travel, and capture the outcomes from our multi-faceted experiences.

The result from completing each listed task will create a portfolio of critically important documented personal data achieved collectively, by experiencing an introspection like no other. The compilation from reading and doing is definitely worth the investment of our time. The author personally wishes each person continued success, and the resulting benefits from completing the activities within this book. CONGRATULATIONS. We can celebrate our achievement by reviewing all of our collected documents and hi-lighted page remarks. Well done!

Appendix A



Personal Branding Life Planning Mastery

Preparing for greater success > **Portfolio Foundation**

(I have to know where I am today in order to arrive at my desired tomorrow.)

1. Revisit my personal mission and vision, list my values and my “WHY”
 2. List names of my circle of primary influencers/mentors
 3. Responses to key life thoughts: What I want to do, be, see, have, share, learn
 4. Map my current 24-hours, 7-days a week time-spending activities
 5. Identify my go-to people and resources (e.g., books, websites, organizations)
 6. Write my own 90th birthday life reflection and subsequent eulogy and obituary
 7. Articulate my value-proposition (how I make a difference based on my skillset and attributes)
 8. List my life’s major achievements and lessons by decade (0-10, 11-20, 21-30, 31-40...) experienced so far
 9. Draft my top three goals that I want to accomplish by this time next year (must actually write them down on paper)
 10. Create a five-year plan that starts where I am right now and describe the direction and actions steps how I want to journey forward.
-

Appendix B



Personal Branding Life Planning Mastery

Building greater self-awareness > **Composite Questions**

(I have to know myself very well so that I can better understand others.)

Write, record, and document answers to each of the following:

1. Who am I? What image do others have of me? What do they say about me?
2. Who do I want to become? What am I actively doing to get there?
3. What do I love to do with my time? Can I channel this passion into a profitable, income-producing, self-sustaining profession, vocation, career, and lifestyle?
4. Can I describe my personal brand in six specific, meaningful, and powerful words?
5. Does my behavior model my beliefs and values? Am I expressing gratitude daily?
6. How does social media characterize who I am? Have I searched my name on the internet and what does it say? Do I have LinkedIn, Facebook, and Twitter accounts, what do they say about me, and do I need to update each to align my personal brand?
7. Have I written my primary goals, and do I take action each day to achieve them?
8. What am I reading, listening, saying? Who am I spending time with each day?
9. Dr. John C. Maxwell's point of humor: At the end of life, we are laying there, people are filing past, they are boiling our life down to one sentence, what will that one sentence say? What contributions will my obituary, epitaph, and eulogy highlight?
10. How would I classify who I am (am I a giver or a taker)? How would my closest circle of family, friends, and colleagues classify me? Do I volunteer, mentor, and help others?
11. Nothing stays the same over time, describe how I am growing intellectually.

Appendix C



Personal Branding Life Planning Mastery

Successful Achievement > **Nine-Step Goal Approach**

(I have an established process to achieve my written goals.) (Ingraham, 2017b)

Foundation > Use What Works

Step – 1

- Have you taken the time to establish your WHY (purposeful mission)?
- Do you have strong relationships with others, a proper work ethic?

Planning > Intentional Deliberation

Step – 2

- Are you prepared to describe your necessary life activities?
- Have you listed resources receptive to collaborate and engage with you?

Measurement > Stay On Track

Step – 3

- Are you prepared to recognize certain derailment, and focused destination?
- Do you have a tracking mechanism to measure incremental progress?

Accountability Assessment > We, Not Me

Step – 4

- Have you set the stage for team synergistic energies and cohesiveness?
- Are you ready to reap the richness of diverse experiences and thinking?

See the Big Picture > Focus Required

Step – 5

- Do you understand that the environment constantly shifts and changes?
- Have you established the proper mindset, positive thinking, and attitude?

Communication and Dialogue > Increased Clarity

Step – 6

- Are you ready to grow momentum and expand relationships?
- Do you know conflict resolution and respectful interactions don't just happen?

Targeted Direction > Expect Adjustments

Step – 7

- Can you reinforce your determination to achieve the stated goal?
- Are you prepared to re-map your action plan, and address any barriers?

Milestone Markers > Regular Tune-Ups

Step – 8

- Do you know revisiting established principles, and rituals need to occur?
- Are you prepared to memorialize key learnings, and lessons experienced?

Destination Ahead > Anticipation Builds

Step – 9

- Can you reinforce collective feelings of achievement while maintaining focus?
- Are you ready to recognize an overwhelming feeling of great confidence and success?

Appendix D



Personal Branding Life Planning Mastery

Portfolio advantage > **Success Supplement**

(Additional listing of collected responses for my 3-ring portfolio binder of documents.)

1. List my top-three, life achievements (re-visit p. 9)
 2. Ask five colleagues for a six-word description of my brand
 3. List a sound-bite key word summary describing how I see me
 4. Write out my definition of success
 5. Using *The Slight Edge* resource, list key actions influencing my success
 6. Create a compelling personal value proposition to build my brand
 7. Evaluate brand descriptions shared by others and determine whether they seem valid
 8. Describe my social media presence
 9. What do I want to accomplish during the next 50 years? List one key outcome
 10. Describe my ideal next decade of life using pen to paper (list today's date & my age)
 11. Considering the hearts of others, list five names who I believe I have positively affected
 12. Here is an open opportunity to include an additional, personally chosen, success supplement (e.g., list a favorite memory [special birthday, leadership role, meaningful location visited, major purchase, etc.] and the number one main reason it was memorable.
-

Appendix E



Personal Branding Life Planning Mastery

MY Portfolio Summary > Wallet Card Reminder

(Cheat sheet review: key components from **MY** Portfolio > review regularly.)

- 1. Six word personal brand
 - 2. Top three life achievements (thus far)
 - 3. MBTI® four-letter acronym and narrative description
 - 4. Meanings of success and peace of mind quality of life
 - 5. Primary passion and philosophy of life
 - 6. Employment Plan B description (being prepared)
 - 7. Uniqueness described, what is special about me
 - 8. Response to “*Discover Your True North*” question #1 (desired legacy)
 - 9. Mission, vision, and values articulated, and influence circle (names) listed
 - 10. Personal value proposition described
 - 11. Top three goals actively working on this year
 - 12. #1 victory experienced so far this year (include date)
-

This Portfolio Belongs To:

**Personal Branding
Life Planning
Mastery**

—

Activating **MY** *Advantage*



Appendix G



Personal Branding Life Planning Mastery

Mastery Mindset – Action Step > **Portfolio Index**

(Page number and Topic listed)

- 9 – Six-word Personal Brand and top-three Life Achievements (to-date)
- 16 – MBTI® four-letter acronym and sound-bite narrative description
- 27 – Description of current and desired future life; meaning of success; current resume(s) and/or CV; meaning of living a satisfying/fulfilling peace of mind quality of life; primary passion/philosophy (outlook) on life; employment Plan B; uniqueness-special about me
- 36 – Inner-self inventory: attributes/beliefs/values/principles/skills/assets/talents/gifts
- 43 – Happiness described: do what I love to do; do it well; and get paid for it
- 51 – 30 questions to discover True North and self-awareness > composite questions
- 58 – Experiences of emotions: enthusiasm, motivation, humor, excitement, energy
- 70 – Personal SWOT (strengths, weaknesses, opportunities, threats) analysis
- 80 – Personal vision statement; personal mission statement; personal influence-circle
- 94 – 50-Year goals/legacy: who/what to impact; how want to instill change; what will do/create to outlive my life; and what actions to make this a reality
- 108 – Personal value proposition
- 124 – Five-year action planning (includes Business Model You template activity)
- 138 – Victory Log and 24-hour activity tracker

Portfolio Index – refer to pages in paperback

- 142/143 – Supplemental Branding/Planning Questions
 - 147 - Appendix A – Portfolio Foundation
 - 148 - Appendix B – Composite Questions
 - 149 - Appendix C – Nine-Step Goal Approach
 - 150 - Appendix D – Success Supplement
 - 151 - Appendix E – Portfolio Summary
-

Supplemental Branding/Planning Questions

(Paperback page number and Question listed)

- 2 > How have I prepared to experience a longer life?
- 13 > Do I know my personality preferences, and can I recognize the preferences of others?
- 19 > What have I written as my life's purpose?
- 21 > What tools, techniques, and/or templates have I accessed or utilized to grow my success?
- 23 > Experiencing past success, how have I continued taking incremental action steps forward?
- 31 > Explain how I am as enthusiastic about life planning as I am with planning my time-off?
- 32 > What have been my three most impactful lessons in life up to this point in time?
- 33 > Describe how I am adding value in this world, and contributing to others' success.
- 39 > If income earning was a low priority, what career or profession would I pursue?
- 41 > List a few indicators when we have seen a person act very different from their actual age.
- 45 > Who do I know personally that most closely models my definition/meaning of success?
- 48 > Do I frequently exhaust available resources, and therefore, need to track income/outflow?
- 63 > Describe two recent experiences helping others. Who did I help, and what did I do?
- 64 > What accountability process am I utilizing to achieve this year's goals?
- 66 > Conduct an honest and unbiased SWOT analysis on myself, what does it say?
- 73 > Name two relationships who I have benefitted from and identify their investment in me.
- 75 > List two people who model an encouraging persona, and why I view them this way.
- 76 > What future state do I want, and what actions are necessary for me to attain it?

Supplemental Branding/Planning Questions – cont’d.

(Paperback page number and Question listed – cont’d.)

- 82 > Evaluate my life and identify two limitations that are preventing peace of mind.
- 86 > Visit memory lane, list my most meaningful achievement each decade of my life.
- 87 > Recall a past mentor or mentee experience, and list the benefits I received, personally.
- 90 > What would my obituary say if written today, and does anything need to change?
- 97 > Am I known for delivering on each promise made to others? Why, or why not?
- 99 > Identify a particular organization being considered where a personal value proposition could provide preparation needed to maximize the potential match with my skillsets.
- 101 > What are three of my most powerful successes in life? How can I prepare for more?
- 103 > Where do I want to be this time next year? What actions have I written down to get there?
- 104 > Describe how I self-renew physically, socially and emotionally, spiritually, and mentally.
- 111 > As I examine my life, what are two impactful stories that others will tell about me?
- 114 > What is my Plan B for my career if I suddenly learn that my current job just ended?
- 117 > As I reminisce on the past, what are two critical lessons learned thus far in life?
- 119 > Project myself to age 80 or 90, how would my experiences differ with having a life plan?
- 121 > Name one occurrence where I made a major life change before the change was forced.
- How did I become aware of the anticipated change, and how did I feel afterwards?
- 127 > Do I evaluate my life periodically, how do I measure my contributions and effectiveness?
- 128 > How am I known for my compassion of others, love of life, and growth mindset?
- 129 > What is my definition of legacy, and how do I want to be remembered?
- 134 > Have I safely stored my diplomas, certifications, awards, work samples, and where?

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About the Author

Dr. Frank B. Ingraham is a lifelong learner who applies life-changing lessons shared by diverse thought leaders. His educational journey includes achieving a doctorate in education, human resource management degrees and certifications, conflict resolution/mediation practitioner certificates, and appreciates being an original John Maxwell Team founding member. Frank is committed to continuing a journey of personal and professional growth, to sharing the enriching benefits from goal achievement, and to growing a knowledge base of sustainable results. Frank enjoys working with other like-minded seekers of success who share his passion for growing forward and appreciating life.

Helping People Unlock Their Future -- Today!

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Notes

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ACTIVATE YOUR ADVANTAGE — TODAY

Personal Branding involves our own unique identity and character.
Life Planning influences our future direction and achievements. Both reveal our destiny to experience a satisfying life of internal and external — personal and professional success.

The content of this book helps set in motion, actions that create, organize, and accelerate preparedness to experience more zest out of life.
Dr. Frank Ingraham will help you:

- | | | |
|---------------------------------------|---|--------------------------------|
| journey forward, strategize success | > | planning & branding activities |
| create greater personal prosperity | > | fulfilling intentional growth |
| materialize our unique portfolio | > | transforming tomorrow, now |
| map actions, generate a robust future | > | revealing unknown excellence |

Frank's adaptive style creates an environment in which readers relate their own life journey on the pages of their own personalized portfolio via insightful questions, selected personal and professional growth materials, and thought-providing reflections. This mastery resource captures a lasting collection of valuable experiences and contributions focusing on the past, the present, and the future opportunities and solutions based on each reader learning how to activate their own life advantage.

Helping You Unlock Your Future — Today!

