



Your Brand

Apple. Facebook. NHS. Primark. Ryanair.

They've all got one thing in common. You'll have an opinion. Even if it's, I don't know. That's still valid.

You've built that opinion based on your interactions with them and things you've read or heard others say.

And when it comes to you as a leader in this Trust, you've got a brand too. **Every day you show up at work, you're an advert for your brand.**

How are you presented?
What are you saying?
How consistent are you?
What would people say about you?

Work hard to ensure you're creating the best brand you can.