

15.12: Building Your Personal Brand

The act of building a personal brand requires a commitment that comes with having a well-developed and clear path. One of the many tools that a person can use to set and review their progress is [the GOOD framework from Quantum Workplace](#). This framework can be used to set goals, identify obstacles and opportunities, and make decisions. As with any strategic goal-setting framework, the important thing to remember is that it should be used organically, allowing for the shifts that come with growth and development.

The framework includes the following parts:

- Goals: What goals are you setting? What needs to be done to achieve them?
- Obstacles: What is standing in your way? Can you work around or remove the obstacles?
- Opportunities: What can you pursue for learning and development to move you forward?
- Decisions: What decisions do you have to make to reach your goals? What will you do more of? What will you do less of?

This framework can be used both personally and professionally. The idea is to monitor and review throughout the year to determine whether you are on track, need to reassess, have achieved your goals, or need to create new ones.

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