

How to Record Significant Life Experiences to Identify Themes

	Event 1	Event 2	Event 3	Event 4	5	6	7	8	9	10
What	Bullied	Black Belt	Chess Camp	Failed Trig	...	...	...	..	.	..
Reaction/ Motivation	scared	Big dream	Love the game	Embarrassed	..	..	..	..	.	..
Action	Brother helped	Lots of practice	Grandfather taught	Blamed self	..	..	..	...	.	..
Feeling	Determined to win	Excited	Proud	Felt like a failure	..	..	..	..	.	..
Key to Success		Committed	Committed	Asked for help	..	..	..	..	.	..
Insight	Learned to fight back	I can achieve big goals	Loved winning	Impacted future goals	..	..	..	..	.	..

Now look over the lists for each event and identify the insight themes.

Themes might be: taking risks, doing the impossible, learning, overcoming, breaking rules, valuing people, felt fulfilled

As you identify and record your insights you will notice your recurring themes and what they mean to you.

The concept is that by distilling insights from your experiences and the themes that you have identified you are ready to describe who you see yourself being at your best.

You will now be ready to create your personal brand statement which will be an anchor for you. It will help you to clearly describe who you are to yourself and others. It should make you feel proud of who you have become.