

Exercise #3

- Think of a large company you personally spend money with - what characteristics do you admire about that company?
- Think of a large company you won't spend money with - what don't you admire about them?
- Think of the last time you had a true win - what factors or traits did you bring to the table to contribute to that win?
- Think of your last true loss - why'd it happen?
- Think of the most competent, capable person you've ever worked with - what qualities did you admire about them?
- Think of the least capable person - what qualities didn't you admire?
- Think of a leader you admire, what qualities do you admire most about her or him?
- Think of a leader you don't admire - why not?