What Makes A Great Brand

- People who take ownership & focus on their part
- People who are positive and optimistic
- People who listen and get to know others & take an interest in others
- People who appreciate others & make it their mission to make people feel better about themselves
- People who add value with Feedback, Connections and Content. Givers <u>not</u>
 Takers
- People who are humble enough to ask for feedback and act on it

