

# WEEK 1



## GET INSPIRED

### FIND YOUR TRUE NORTH

This week's "workout" is designed to help you get the most out of the entire challenge – finding your True North. Your True North will serve as a reference tool for management and investment decisions.

### WEEKLY EXERCISE

Fill out and complete the True North worksheet. Start fresh or continue what you started at The Brand Marketing Summit!

### QUALIFIERS

To verify you completed this week's challenge, please complete one of the following:

- Take a short video describing your True North and send to [outreach@hereford.org](mailto:outreach@hereford.org)
- Take a photo or screen shot of your completed True North worksheet and send to [outreach@hereford.org](mailto:outreach@hereford.org)

### EXTRAS

Looking for an extra challenge? Use your True North to set some goals for your operation! Outline at least three goals you have for this month, in six months and in one year.

**Week 2 | Sept. 9-15**  
*Buff Up Your Brand*  
Do the small things to improve your brand image

**Week 3 | Sept. 16-22**  
*Flexing Our Muscles*  
Band together to promote the Hereford breed

**Week 4 | Sept. 23-29**  
*Beef Up the Brand*  
Promote the Certified Hereford Beef® brand in your local area

**Week 5 | Sept. 30-  
Oct. 6**  
*Build Your Endurance*  
Customer service is the best way to ensure long-term success

**Week 6 | Sept. 7-13**  
*Share Your Success*  
Tell your story and shed transparency on the beef industry through videos and photos

**Week 7 | Sept. 14-20**  
*Sustain Your Progress*  
Create a long-term plan to maintain your new habits

**Week 8 | Oct. 21**  
*Open Gym*  
Stretch your limits and play to your strengths

