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
- Take a photo or screen shot of your completed True North worksheet and send to 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.