

PLATINUM POSITIONING

AUDIENCE: _____

PERSONAL	PROFESSIONAL	GLOBAL
Reason _____ _____ _____ _____ _____	Uniqueness _____ _____ _____ _____ _____	Purpose _____ _____ _____ _____ _____
Role _____ _____ _____ _____ _____	Metaphor _____ _____ _____ _____ _____	Prescription _____ _____ _____ _____ _____
Resume _____ _____ _____ _____ _____	Accomplishments _____ _____ _____ _____ _____	Problem _____ _____ _____ _____ _____