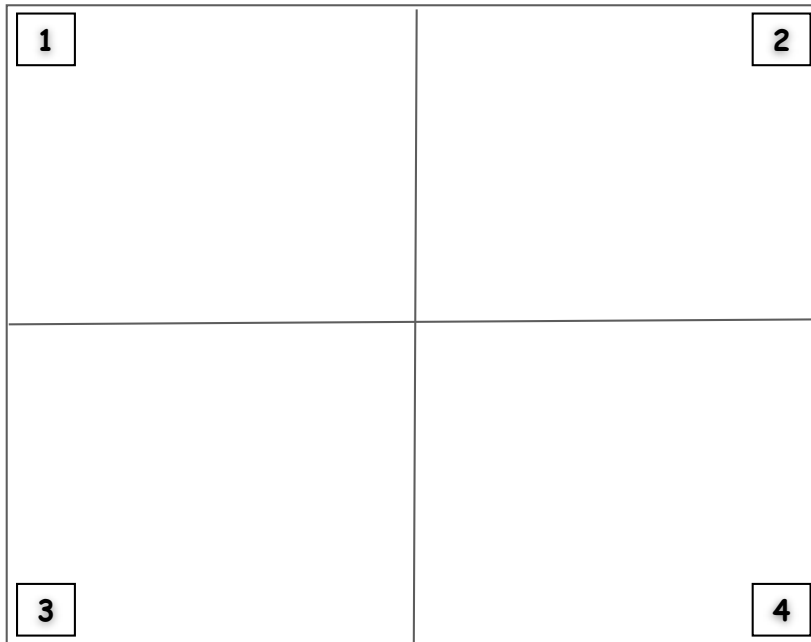


# Personal Brand Window\*



**Hugh Gyton & Associates**  
The Matter of Conversations



- 1** words I & 'they' circled
- 2** words 'they' circled & I didn't
- 3** words I circled & 'they' didn't

\* based on the "Johari Window" invented by Joseph Luft and Harrington Ingham in the 1950's as a model for mapping personality awareness.

Notes:

