



## **YOUR IDENTITY AND YOUR BUSINESS**

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**How do you Personally derive a sense of importance or significance in your business?**

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**What are the great things about deriving significance in that way?**

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**What are the potential downsides of deriving significance in that way? Hint: If you can't think of them, imagine some other person who is just a tad more egotistical than you, and who derives significance in that way. What might their problems be?**

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**What are some ways you can mitigate these potential downsides? In other words, what are some new practices you can put in place?**

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