

# BRAND LEADERSHIP

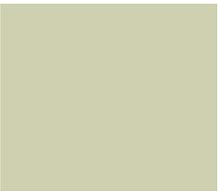
Journal - Leader Three



**HERB N' KITCHEN**

— NEW YORK CITY —





# What the Herb n' Kitchen Brand means to:

**Me?**

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**Guests?**

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**Team?**

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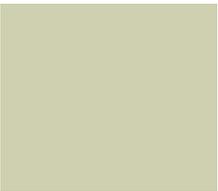
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# BRAND LEADERSHIP

## Journal - Leader Three



### Brand Leadership – How can I set a good example?

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### As Herb n’ Kitchen Leaders, we need to set the example for our Team Members in the operation by:

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### The traits of a strong brand leader...

- Calm
- Compassionate
- Efficient
- Fair
- Hard-working/Tenacious
- High-energy
- Intelligent
- Motivating
- Multi-tasker
- Outgoing
- Patient
- Resilient
- Talented
- Trustworthy

### My Top Four Traits:

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**BRAND LEADERSHIP**  
Journal - Leader Three



**Why Trait #1:**

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**Why Trait #2:**

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**Why Trait #3:**

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**Why Trait #4:**

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**As Brand Leaders, we will remember to...**

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**...for the success of Herb n' Kitchen.**