

# **GROWING YOUR OWN BUSINESS: A WORKBOOK**

## **EXERCISE 1.9**

### **STORIES, SYMBOLS, AND TROPHIES**

- What are the famous stories in your company?
- What are the symbols in your company?
- What trophies do you keep?
- What are the highlights of the company's history?
- What is your company proud of?
- What language is used in your company?  
(For example, how do you talk about customers and competitors?)

