

The Brand Sweet Spot

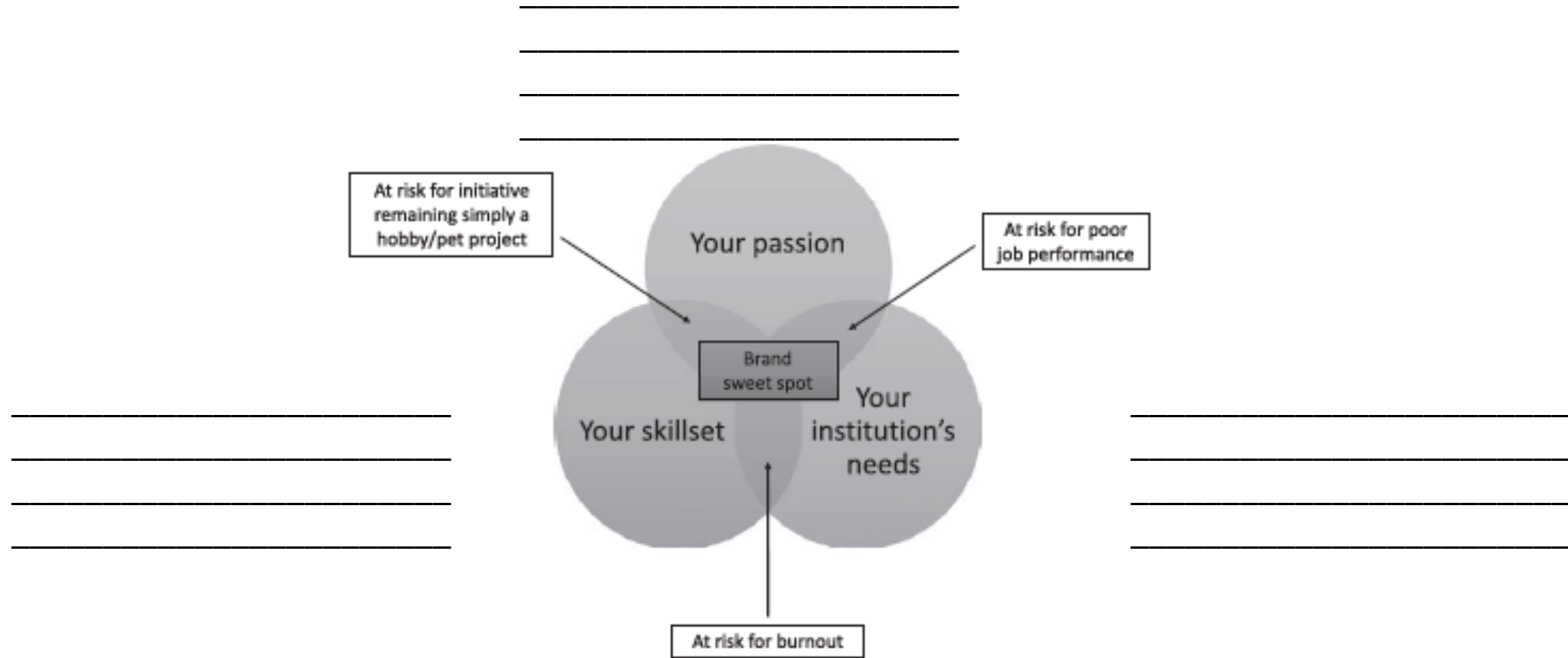


Figure 1 Venn diagram representing how academic faculty members can identify whether projects or roles land in their personal brand sweet spot at the intersection of their passions, their skills, and their institution's needs. Note the inherent risks when initiatives address only two of the three domains (i.e., hobby, poor performance, burnout).