



LOOK UP FROM THE ICE

Heart pounding, Fraser Bullock found himself face-first inches from the icy ground, just before the 2002 Winter Olympics. As part of the organizing committee, he'd been invited to take a trial run on the skeleton sled, a head-first dive onto a three-quarter mile half-pipe of ice. His first run—head down the whole way, as he'd been advised—proved to be painful and arduous. Before his second run, however, a Turkish Olympian advised him to look up from the ice, to lean his head into the turns to direct his course. That time, the ride was smooth and enjoyable.

"My perspective had completely changed," said Bullock. "From looking down at the ice and being at the mercy of the track versus looking up from the ice, seeing where I was going, and being in control of where I was going. Many times in life, we are living in the short term, looking down at the ice. We live...driven by the events of the day. Our opportunity is to lift our heads up, see where we are going and drive to where we want to go. Or drive to what we want to be. Or

become," said Bullock, speaking at the April 2016 FHSS graduation ceremonies.

"One aspect of our lives where we need to look up from the ice and steer ourselves to our destination is that of our personal brand. Each of us carries with us a brand of who we are. When we think of brands, we think of Apple, Mercedes, or Nike. Each brand contains a rich connotation. Have you ever thought about your personal brand? When people think about you, what do they see? What do they experience? What is the brand you would like to develop?"

To develop a positive personal brand, Bullock encourages us to:

- Exceed expectations
- Choose happiness
- Uplift others
- Exude the Spirit

"I encourage each of you to look up from the ice and take a careful, deep look at yourself," he said. "And honestly see your personal



brand." Then write down what you would like your personal brand to be and what it will take to get there. Put together a plan. Follow it. Be reliable in developing the personal brand you seek. And along the way you will discover a better person. Someone living closer to the divine potential within."