

Worksheet # 4

Public Perception Mapping

SECTION A: Perceptions of Your Agency

Agency: _____

Common Expressed Trait	Counter Negatives

SECTION B: Perceptions of Your Position / Role

Official Job Title: _____

Common Expressed Trait	Counter Negatives

SECTION C: Your Evidence

Positive Traits (Proof)

I am _____ because _____

I am _____ because _____

I am _____ because _____

I am _____ because _____

Negative Traits (Counter)

I am not _____ because _____

I am not _____ because _____

I am not _____ because _____

I am not _____ because _____

I am not _____ because _____