

# Discussion Questions

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## **Real You Incorporated**

by Kaira Rouda

1. The author's second life lesson is about learning from your past. What are the pivotal points or memorable moments in your personal or professional history that have gotten you to where you are today?
2. Rouda devotes a portion of the book to defining your passions. What are you passionate about? As Rouda says, "What makes you wake up and smile in the morning?"
3. In Life Lesson 4, the author defines negative influencers on a Snark Scale—from snarky to snarkiest. Have you ever encountered a snark? If so, where did that person fall on the Snark Scale, and how did you rid yourself of the negative influence?
4. At home and at work, do you operate on instinct? Do you follow your gut? If so, can you give an example of a particular situation and share the outcome? If not, how do you make decisions?
5. Rouda taps into the lives of other women entrepreneurs and then includes their stories in the book. Which personal story did you identify with the most—and why?
6. Did you struggle with completing any of the layers of the chart? If so, why? Would any part of your chart be different if you filled it out today? Explain.
7. Should a woman run her business differently than a man would? What's your opinion?
8. In Life Lesson 20, the author talks about changing the world for other women. Do you have a daughter, niece or younger sibling? What specifically could you do to nurture that individual?
9. Rouda spins the book around the concept of being real—both in your personal and your professional life. Are you real? Share an example of being real in both areas of your life.

10. Life Lesson 13 is about leading creatively. Who has been the creative leader in your life? A teacher? A boss? What was that person's rallying cry or common vision, and what did you learn from it?
11. In what ways has reading this book affected your day-to-day life?
12. Whether you are currently running your own business or you dream of entrepreneurship, what skills do you think you bring to the table? Based on these skills, do you think you have what it takes?
13. In Life Lesson 10, Rouda explains the five senses of branding in great detail. What do you think is the main point she is trying to make with these illustrations?
14. What is the wisdom in Life Lesson 21: capture your charitable passion? In other words, do you think your charitable contribution can make this world a better place to live? If so, explain how?
15. In the last chapter of the book, the author encourages her readers to find time to play. She even promotes laughter—both at work and in your personal life. In the last week, what made you laugh out loud? How did that laughter change your perspective on life?