

COACHING GUIDE MODULE 4

LESSON 1: BRAND IDENTITY

This entire Module on Create and Lead with Your Authentic Brand will help you create and then manage the professional image you want to project and bring your authentic professional brand to life. In this first Lesson we will be focused on building the foundation of your brand.

Your personal brand is simply who you are and what you want to be known for. We all know who we are but making sure others see in us what we want them to notice is key to managing our own professional careers. Taking control of your personal brand and shaping how other's feel about you may make the difference between the job you really want to do and the one you're doing now or the opportunities you will be, or not be offered. Why leave your professional reputation to chance or to others to decide for you? That's what I say...Be the author of your life.

How do you see yourself? And does that view match what you want or where you're headed? It comes down to positioning yourself and promoting yourself, strategically so you can take your best self and go where you are headed next. The exercises in **Lesson 1:** will help you begin to build the core features necessary for a strong and authentic brand. It's also extra fun to really focus on what's special about you and what you're really masterful at doing.

If you're doing this Module for career purposes, keep work scenarios in mind as you complete the Lessons and exercises. Volunteer roles and positions are also very relevant, so keep those in mind as well. I think that creating your own personal brand is one of the most important pieces of work you can do for your career. Use a notebook or journal to complete the exercises below and keep them all together in one place so you can refer to them throughout the lessons and the entire series.

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EXERCISE 1: PERCEPTION FORMATION

Getting clear on your brand requires some thought and planning on your part. Deciding how you want others to think about you, consider you for opportunities, or seek you out is your job to construct. These questions below will help you. Journal the answers to these questions in as much detail as you are able. You may want to refer to the exercises you did in Module 1 to help you.

1. How do you want other people to perceive and then feel about you?
2. What do you want them to say?
3. Why do you want them to feel this way or say these things? The best answer here is one that relates to where you are headed and something you want.
4. What do you want people to remember about you when you leave the room?
5. What do you think is the unique value(s) you bring to the table?

Be curious and open minded about what you are writing. Don't edit or hold yourself back; write down everything you can think of. The more you can write the better as we will take all of it to meld into your brand in one way or another. As we say in Module 3: Identify Your Leadership Style and Why it Matters, do this exercise like an Envisioner versus a like a Doer. The goal here is not to rush through to get this done but to immerse yourself in the vision of what you want.

STOP: It is important to do this exercise before going on to the next exercise.

EXERCISE 2: BRANDING ASSETS

To create a strong brand, you need to start by taking inventory of the branding assets that you already possess. You started this in the above exercise. Think about what do you know? What do you care about? How would you describe yourself when you're at your very best? This is where we get specific in creating your brand.

Skills and Talents - What skills have you acquired throughout your life? What are you really good at? What areas(s) have you developed some mastery around?

Credentials - What training, credentials, certifications, or awards have you received?

Passions & interests - What industries and topics are you most interested in? What are you passionate about? What do you love doing so much that you almost lose track of time?

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Core values & beliefs - What are some of your most important core values? What do you believe in? What matters most to you? What do you stand for? What do you stand against? Note: Most people list family as their first core value. For the purpose of this exercise, do not include family on your list, even if it's true for you as it's not relevant for where we are headed.

Personality – What are some of your personal characteristics and traits that you feel are your strongest? Do you want to be perceived as polished, professional, quirky, leading edge, entrepreneurial, adventurous?

STOP: It is important to do this exercise before going further.

EXERCISE 3: IDENTITY IN ACTION

1. Combining your insights from Exercises 1 and 2, what are your top 10-15 top brand identifiers. These would be the specific things you want others to think of about you, when you come to mind.
2. Identify 3 business situations in which you want your brand to shine more brightly and intentionally or you want to influence more powerfully. Carefully select situations that are critical for you either at this moment in time or very soon. We will be using these three situations to work through to develop your leadership brand throughout the module.
3. What are the qualities and behaviors you want to exhibit in the three situations above?

JOURNAL AND REFLECTIONS

These exercises are meant to begin to create a picture of yourself when you are at your best. Who you are when you are at your peak is the core of your authentic professional brand.

Journal your answers to the questions below. Journaling is more about writing stream of consciousness versus getting it right or making it sound pretty. Journaling is a process that unearths curiosity and wonder within us. After completing all the exercises above...

What top 3 observations do you have?

What patterns, if any, do you notice?

What specific things resonated most or seem right on target for you? And why?

What resonated least or seems less relevant for you? And why?

What are your biggest ahas or take-aways?

What did you learn about yourself that delighted you most?

Can you list 3-5 key words from the exercises that you've done here, that you believe might be part of your brand statement?

What are 1-2 next steps you will take with this information you now have?

FOLLOW UP

Want more help understanding what this all means and how it relates to where you are or where you're going, reach out to me at Wendy Capland, wcapland@visionquestconsulting.com to schedule a one hour 1:1 Coaching Session. Investment-\$500.