

COACHING GUIDE MODULE 4

LESSON 2: BRAND CREATION

This entire Create and Lead with Your Authentic Brand Module will help you create and then manage the professional image you want to project and bring your authentic professional brand to life. In this second Lesson, we will be focused on identifying exactly what is your brand. This may be one of the most important pieces of work you do for your professional career.

By creating a powerful personal brand statement, you can grab the attention of others in your organization, potential clients or customers or even employers if you are looking for your next job. A personal brand statement ensures that others are able to recognize your value quickly.

Your personal brand reflects you at your best. You are known by many others for your own unique set of attributes, strengths, and passions that drives you both at work and in life. Maybe you haven't thought about the defining characteristics that differentiate you from everyone else yet, but it's time that you did because it's that important for your career success and satisfaction.

In addition to how you might use it verbally to communicate what you want, you can also use your personal brand statement as a central part of your online and offline career marketing written communications – on social media in your career profiles, especially on LinkedIn and at the top of your resume or career bio, and even your email signature by including an abbreviated version as a tagline.

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: BRAND DESTINATION

To create your brand, you need to know towards what end because your brand is linked directly and strategically to that specific thing you want next. Maybe you want a complete career change or a new job. Maybe what you want is a promotion or raise in your current organization, or to build your book of business, or to be perceived as more senior and have a voice at the table. Think about specifically where you really want to invest your energy. Think about your destination from both a long term or big as well as a succinct targeted perspective before you answer. Although there are four questions below; it's only one answer required of you as you answer.

Journal Questions:

Where are you headed?

Where do you see yourself next?

What do you want?

Where are you going?

Take a few minutes and journal the answers to the questions above in your journal. Be as specific as possible. Really specific.

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

EXERCISE 2: BRAND VISION

Brand Vision is defining what you want to be known for. You might find it helpful to refer back to the first Lesson in this Module as well as the one you just completed in the questions about Brand Destination. Do you want to become known as your company's expert on XYZ. Or the leading expert in the country or world in a particular field. Of course, there may be many other people who have the same area of expertise as you do but that doesn't matter because they are not you with the same combination of talents and strengths and personality.

Journal Questions:

Do you want to be seen as the "go to" person for something?

Do you want to be respected for something in particular for a specific reason?

Do you want to develop your reputation for being really good at X so you can either do more of it or attract customers or clients?

What problem do you solve?

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

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EXERCISE 3: BRAND MISSION

Brand Mission is the big why behind why you're doing what you're doing. Our why drives our what. Our why, which is the reason we do what we do, is really what gives us inspiration and motivation over the long term. Your brand mission is your purpose. Your brand's ultimate reason for being. By answering these questions you are one step closer to developing your brand message and statement and your brand itself.

Journal Questions:

Why do you want to build a brand for yourself?

What is your purpose in doing so?

Who do you want to influence?

What specifically do you want to accomplish?

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

EXERCISE 4: BRAND MESSAGE

The language you use for your brand message statement is very important because it positions you and helps remind people what you bring to the table that is uniquely and authentically you. A strong personal brand reinforces what matters most to you, what you love doing and are good at, and sometimes it includes for whom you are doing it – aka your target audience. Before getting started refer to the work you did in the first 3 exercises in this Coaching Guide, as well as the previous Lesson #1 in this Module on Brand Identity, and also the very first Module 1 of the series, called “Who Are You and What Do You Want.” All of these references will be immensely helpful to give you the direction, focus and even the words to use that you might want to highlight in your brand message. Listen carefully to the video where I talk about specific brand message examples, which might help you create your own.

Write your Brand Message statement in your Journal.

Complete the sentence, “I want to be known as/for...”

Think about the value you provide, the problem you solve, how you uniquely do it and for whom. It should be a reflection of yourself and your abilities. Spend time wordsmithing, editing and revising until you feel like you are satisfied. Remember if you get stuck, one or two 1:1 coaching sessions with me might help.

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

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EXERCISE 5: BRAND IN ACTION

1. 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.
2. 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?

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.