

COACHING GUIDE MODULE 4

LESSON 4: BE THE BRAND

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. This Lesson is focused on how to increase your self-expression, personal power, and presence to make your brand a powerful professional asset in your life.

REMEMBER: YOUR PERSONAL BRAND IS YOU! AUTHENTICALLY YOU!

In this Lesson, we will be taking all the work you did in the first three Lessons in this Module and use it to put your brand into action with confidence and full self-expression.

Putting our brand into action requires us to be at our best and have a sense of presence and a quality of personal power about ourselves.

Personal Power and Presence gets expressed in the world through the opinions we have of ourselves, the way we walk into a room, how we sit in a meeting, how we express ourselves when we talk on the phone, craft an email or speak whether it's with only 1 person, or small or large groups. Others can tell a lot about our personal presence and power or lack of it by all these things they observe about us, and then some.

Your personal power and presence is not only how you look and talk but your level of ability to influence others, command attention and respect, influence change, and be persuasive. If you are not aware of your level of presence and impact, you most likely will react and respond to any given situation based on your automatic habits (the way you always do or think about things) versus intentionally and powerfully dealing with situations and people. Whether things are going smoothly or bumpy, the goal is to present your ideas with confidence and not be reactionary.

Knowing how to be your brand more consistently will increase your professional success. I really love what Oprah said a few years ago, "You don't become what you want. You don't become what you wish for in life. Instead, you become what you believe. We manifest that which we project into the world." Know your brand. Know your worth. Wear it loud and proud.

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: SELF ASSESSMENT

1. On a scale of 1-10, 1 being low and 10 being high, how would you rate your current level of personal power and presence at work? This is not a scientific data point; it's a carefully considered guess.
2. Is there a type of situation or specific person where you notice you lose your power more than usual? Why do you think this happens? What role do you play in having this happen? Is it an automatic reaction, habit, or a certain way of thinking over and over again?
3. Regardless of how you rated yourself above in question #1, what might be one idea you have about something you could do to increase your personal power and presence?

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

EXERCISE 2: POSITION POWERFULLY

Look back at your 3 situations you selected earlier in this Module in Lesson 2 on Brand Creation and answer the following questions. In *each* of the 3 situations, ...

- Is there a conversation you need to have with someone(s) to showcase your brand more powerfully? What is the conversation and with whom do you need to have it?
- Which brand words will you use to make certain you showcase (show your stuff) when you have these conversations?
- Is there something specific that has been happening that you need to call out so the elephant in the room is now visible and can finally be dealt with instead of sweeping it under the rug and pretending it doesn't exist?

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

EXERCISE 3: EMBODY YOUR BRAND

Our physical body and how we use our voices make the difference between being seen as strong and confident or uncertain and possibly a push over.

YOUR PHYSICAL BODY PRACTICE – To embody your brand successfully, what is one thing you could start practicing to increase the power of how you come across to others through the expression of your physical body? Example: In meetings, I will practice sitting up with a straight back and my feet firmly planted on the floor, while making eye contact with everyone who is speaking.

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YOUR VOICE PRACTICE – To embody your brand successfully, what is one thing you could start practicing to increase the power of how you come across to others through the expression of your voice? Example: I will practice speaking more slowly and less in a sing song manner, changing my inflection when I am making a point that I want others to really hear.

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

EXERCISE 4: INCREASE YOUR PERSONAL POWER AND PRESENCE

Look back at your 3 situations you selected earlier in this Module in Lesson 2 on Brand Creation and answer the following questions.

In *each* situation ask yourself, what intention are you trying to create? Are you trying to challenge, inspire, praise, motivate, support, soothe, empower, energize, calm, shake up, celebrate, persuade the other(s)?

In the strategies listed below to help you increase your personal power and presence, which of them do you feel most accomplished and being comfortable? Which ones do you need to develop/focus on more?

6 Strategies to Increase Your Personal Power and Presence

- Be Present
- Be Emotionally Available
- Be Self-Aware
- Be Other Oriented
- Be Your Authentic Self
- Be Strategic

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

JOURNAL AND REFLECTIONS

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 2-3 things would you be willing to start to practice?

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.