

# COACHING GUIDE MODULE 4

## LESSON 5: ACTION PLAN & NEXT STEPS

Now that you have a clearer idea of what your brand is, how to position it strategically and how to embody it every day, you are well on your way. The key to success for any endeavor is to practice. Whether you are a beginner to the personal brand conversation or masterful with lots of experience, there is always practice that is required to take ourselves to the next level or to the next opportunity we desire. One of my favorite executive clients, who reports into the CEO of a multibillion dollar global financial organization, told me just last year, she needed to enhance her brand in a specific way so she could be considered for the next really big job, which the CEO told her she wasn't quite ready for. She took on the rebranding of herself like a serious and relentless project. No matter how experienced we are, there is always more to do regarding creating, tweaking, and enhancing our brand and making sure our reputation matches the picture we want others to have of us.

An action plan with accountability to yourself and others, will help you grow and enhance your professional brand.

Use a notebook or journal to complete the answers in the exercise below. Reflect back on Lessons 1-4 in this Module to give you additional ideas and insights.

### EXERCISE: ACTION PLAN

1. List 3 actions you will take in the next 30 days. Be as specific as you can and make sure you put in a 'by when' date for each action.
2. List 1 or 2 key practices that will support you in taking the actions above. A practice is something you may not be good at yet but need in order to get to where you want.
3. List specifically who in your network of support will you ask to help you keep your commitments to your action plan. Identify at least 3 people.

### FOLLOW UP

If you want more help moving yourself forward faster, reach out to me at Wendy Capland, [wcapland@visionquestconsulting.com](mailto:wcapland@visionquestconsulting.com) to schedule a one hour 1:1 Coaching Session. Investment-\$500.