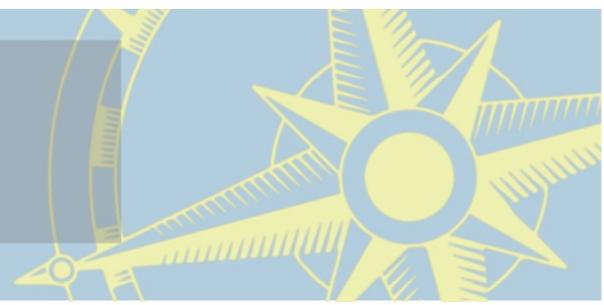


# TRANSCRIPT

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## Module 1, Lesson 2 TRANSCRIPTION

Welcome back. I am glad to have you here for Lesson 2 of the first module of Breakthru Branding.

I am particularly jazzed about this lesson, which is called "Navigating the Waters & Authenticity."

This is a high level perspective, and the takeaway that I am hoping you will get out of this would be the answer to this question.

-- Is it you or is it the company?

I would not be true to my own brand where I value integrity if I didn't have this conversation.

I want to show you how this conversation comes up, and it often does.

Today I want to reveal to you some honest insights about personal branding dilemmas, provide you with a tool that will help you understand if you are in the right place in your career right now, or if maybe you are in the wrong place at this time.

Also in this lesson, you will discover the power of authenticity.

When I'm called in as an executive coach to sit down with someone, they are oftentimes receptive to be working with me, but many times, they might not be quite so happy.

I receive lots of feedback about the person I'm going to be working with, and these are the kinds of phrases that I hear.

-- I've done everything they've asked; why isn't it enough?

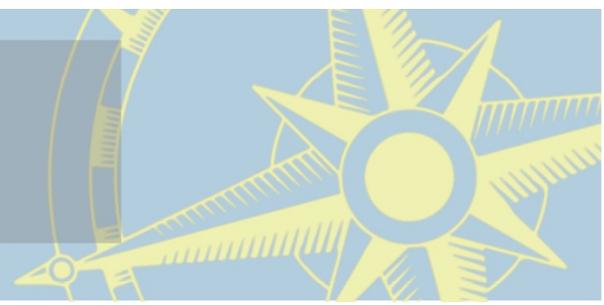
-- My boss keeps telling me I need to step it up; can someone even explain what that really means?

-- I keep being told I'm not ready for the next position; what will it take?

-- I have so much on my plate right now, I can barely manage it as it is; I don't see how I can take it to the "next level."

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-- I'm beginning to wonder if I am a good fit for this company.

-- I am told I don't have enough executive presence. I surpass my goals for the past three years; do I have to do more? It doesn't make any sense to me.

As you can see, there is a lot that is not said within all of those phrases.

Here's what I've learned in all the years that I've done this -- when careers stall, it is often not about what is said out loud.

A bit counter-intuitive, don't you think?

I had to look really hard, because even I didn't understand what was going on for a while. But I really listened closely; I looked at every clue that I could find, and these were the three discoveries that I made.

-- People tend to share only the piece of the puzzle that they can see; they don't purposely avoid saying what is going on.

People were not deliberately being dishonest with me, or intentionally leaving information out; they were only telling me what they saw. To be perfectly honest, they actually shared all that they knew how to share with me. So it was up to me over the years to figure out what was not being said.

This next one blew me away. For months, I could not figure out what the disconnect was.

-- Sometimes, despite your doing exactly what they ask you to do, the company holds what you do against you without ever realizing it.

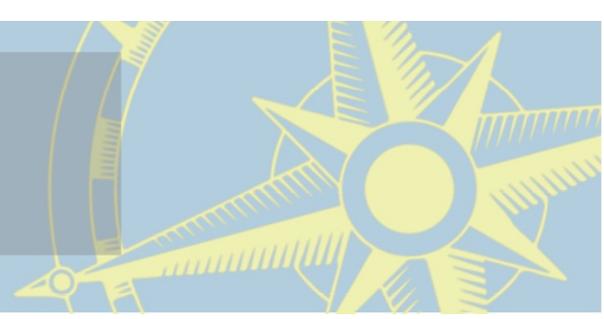
This one was a doozie, I will confess to you. It sounded to me like he knew what he was supposed to do. However, the senior leaders were telling me something very different.

Finally, I thought -- wait a minute. They really wanted him to do something different from what they were telling him to do. They were telling him they wanted him to do one thing, but in reality, they wanted him to do something else.

What was so unbelievable about this particular situation was that he wanted to do the very thing that they weren't saying.

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So eventually, I had to have an honest conversation with this particular gentleman.

I said -- listen, John, here's the deal; you've got a choice to make; you are at a tough crossroads, and there is going to be a risk associated with what I am suggesting. No one can tell you how much risk to run. I want you to hear this clearly. You have been telling me that you need to talk to them at a higher level.

He said -- Yes, I know; but I feel trapped.

I said -- then here's what you need to do. The meeting you have next week is a career-defining moment. I would go in there, and I would pitch to them, and share the information from the high level perspective that you know is right. Then as a backup, have the other information ready so that you can pivot if you need to.

He made the decision to listen to his gut; he knew what was important to him; he went in there and did exactly what he knew he should have been doing all along.

You want to know what happened? Surprisingly, the "big guy" was so impressed -- so impressed -- with how the information was delivered that he said -- finally, this is what we've been wanting from you all this time.

Wow. Talk about a surprising revelation.

Here's the discovery. The power lies with you -- with your perception, with your willingness, and with your alignment.

The power lies with you.

Why?

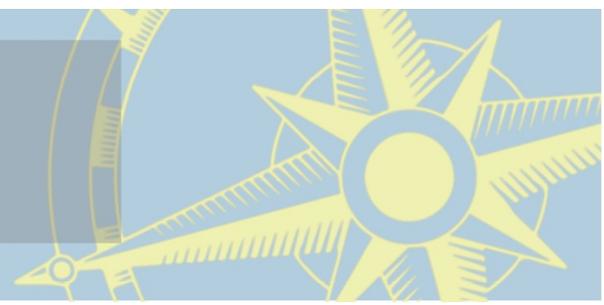
People ask me -- Kim, why do you call this Breakthru Branding?

Take a look.

If you look up the Webster's Dictionary of "breakthrough" it says -- "A sudden increase in knowledge or understanding; an important discovery that happens after trying for a long time to understand."

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I want you to know that's exactly what hit me when I finally put all of these concepts together. That the real break --

-- comes

-- through

-- you.

So when you are looking at Breakthru Branding, what I want you to know is that if we were only looking at the branding, it is only half the picture. The real break comes through you. That is how we get a complete picture.

In reality, it doesn't matter what the situation is. Whoever is on the other side of the chasm from you, whether it's your boss, a customer, or a peer that's giving you trouble, they are on one side and you are on the other.

Even after all of the analysis, it still comes down, really, to these same two words -- Missed Opportunity.

And we have a choice. Each one of us has a choice.

I want you to know that it is possible to put these pieces of the puzzle together and begin to make sense of this whole thing called "personal branding."

I had a senior leader say this to me.

-- "If you are in the wrong place, it does not matter how much you work on your personal brand. There will be a disconnect. Other will feel it; deep down you will know it. The hardest step is admitting it to ourselves."

The first tool I want to introduce to you is one having to do with alignment.

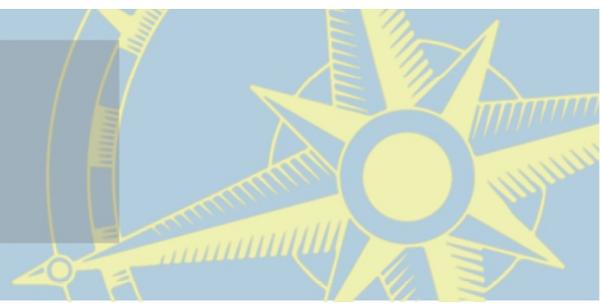
Our values are at the core of who we are -- what's right and wrong; what we believe about the world.

Our feelings are around our values. You will always know when you're getting close to your values because you will feel.

Our thoughts are around our feelings -- I think this; you think that -- that's a safe place to be.

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Our behaviors are around all those things, but which are what everybody can see.

We can make all kinds of assumptions about what people think, feel, or value; but in reality, we can only see our behaviors.

When we live in that place where our behaviors reflect our thoughts, and our thoughts reflect our feelings, and our feelings reflect our true values -- when all of these things are in alignment -- then that is a very good place to be.

When we're in alignment, we can easily have integrity. But it is a choice; it's a choice about being who you really are.

I have often found that people are not in a place where they can live their values; they're not in a place where they are comfortable with their feelings enough to express them. They're holding back their thoughts and they are behaving differently because they are not in alignment.

When that happens -- when you are in that place, out of alignment -- it does not matter how much you work on your personal brand. It means that the time has come for you to make a choice.

After all these years doing what I do, I've seen that there are only three choices.

The first choice is to make a conscious decision to live out of alignment. Some people choose to do that. They have family to take care of; they have bills to pay, college to pay for.

I want you to know that we can do that for a short while, but if we continue on this path for over a long period of time, there will be a very high price to pay personally.

Our second choice is we can decide to pursue a different path. We can look for another opportunity, find a different company.

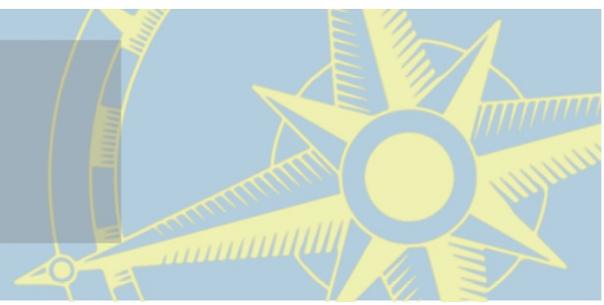
The last choice is you can decide to stay the course.

Once you've done an analysis, you might say this.

-- If I am not living in alignment but I really believe that I could live in alignment here in this organization, then I'm committed to do the work that I need to do.

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The thing that people ask me most is -- Kim, how do I know? How do I know if I'm living out of alignment?

That's when I try to give them a word of caution and to beware of the victim vocabulary.

When I sit down with people, I can usually tell within the first 20 to 30 minutes what's going on in their heads and what it is that they're not saying.

I listen closely to a variety of phrases that signal to me that perhaps something is out of alignment. Just take a look -- if they would; I can't help; I should; I am; I have to -- you can see the whole myriad of phrases right there.

Those are victim words.

I want you to know that we can make a different choice. I've seen it happen over and over again.

But sometimes we get stuck. Sometimes we get stuck and we need some help to get out of that place.

Just by the sheer fact that you are with me in this course, I have no doubt that you are doing the work to make sure that you are in alignment. Because when you're not, everything looks fuzzy. Everything looks fuzzy to you; you're not sure which path to take and you're not sure whom to trust.

But as these things come together, it becomes a much clearer picture.

A final thought for you as we finish with Lesson 2.

Authenticity.

What a powerful word.

Really, nothing can replace you being you.

When I see people finally reach a point in their careers where they can say that they have achieved exactly what they had wanted to achieve and have become aligned in their values all the way through to their behaviors -- they are very clear about the brand that they have. They know the value they bring to the

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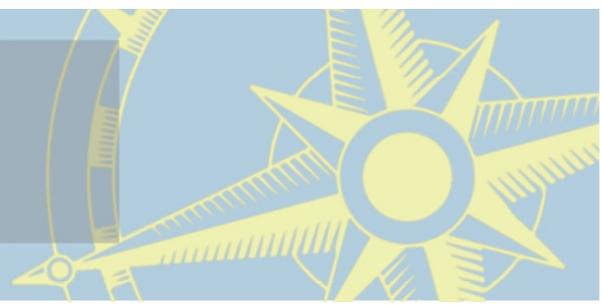


table. I can't tell you what a difference it makes.

You put alignment and authenticity together -- shine happens. That is when that power comes out and it can not be stopped.

You will see that when I show you the brand map in another module.

Our parting thought here is -- I want you to think about finding the "zone."

When is it that you feel your best? When is it that you perform your best? When do you notice that time flies by so quickly, and you are so wrapped up in what you were there to do that you know you are in the Zone?

I had a leader one time helping me do a debrief for someone I'd coached for a few months, and I love this phrase. He said -- now, listen, don't feel that you have to be in a "perpetual state of brilliance." I understand that this is a journey.

I had to chuckle. I had never heard it put that way, and I've captured it and kept it with me ever since.

So never fear -- I'm not expecting you to be in a perpetual state of brilliance; we're simply on this journey together.

So take action. Ask yourself -- am I aligned? Can I be who I really am at work?

Answer yourself honestly -- am I living with authenticity? Is it showing through my personal brand?

Over the next few days together, watch those you work with and look for signs of authenticity. What does authenticity in action look like?

Know that I and my team are here to do everything we can to help you on this journey.

Download the worksheet that we have, which will inspire you to answer the questions we've been talking about.

And please take the time to share your thoughts on the private Facebook page. Let's have a collective conversation helping each other move forward on this journey one step at a time.