

## Module 3, Lesson 1 TRANSCRIPT

Welcome to Module 3. We are talking about discovering your brand. There are three lessons in this module, and the first lesson is talking about the branding compass. What is it? How do you use it?

What I'd like to see you gain from this lesson is a mountaintop perspective of your career. It is very easy to get caught up in the business of our careers and never take time to step back and look at the big picture.

That's for the purpose of Breakthru Branding -- to help give you this bigger-picture perspective, and the branding compass helps you do just that.

In this particular lesson, you will discover three things.

First, what are the four stages of building a personal brand using the Branding Compass. We will talk about how each stage requires a different focus. We will take different actions based on the stage that we're in at the time. And third, you will be introduced to the core, which is the foundation of your personal brand.

Now let me show you the branding compass -- our personal branding compass. There are four stages -- I will come back later to explain what the "C3" in the middle is -- But to start with, I want you to understand that this goes right along with what you already know about a compass.

So let's start with the East -- what I call "Establish." This is when you establish your brand in the very early stages of your brand-building. Second is the "Shape & Build," right there at the South. This is the longest stage of building the brand, and soon we'll talk more about details. Third, is the "Work to Expand." Then fourth, is "Now What's Next."

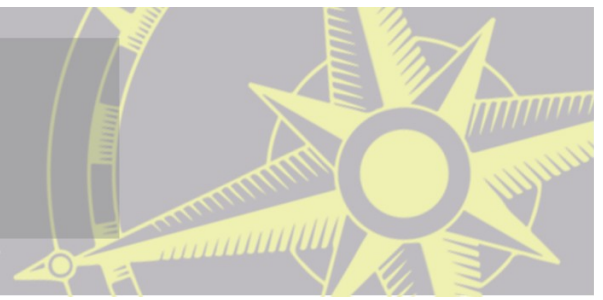
Those are the four stages that I have found in all the years of executive coaching I've done with tens of thousands of people. Everyone falls somewhere along those lines, and understanding that, has a lot to do with where they put their energies.

So let's start off and talk about Establish.

The Establish phase. This is the very first stage of our personal brand building -- Establish. It is when we start a brand new chapter. It could be a different job; it could be a new department; it could be taking over a new project, a new leadership role. Whatever the case may be, this is when we're starting a brand

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new chapter, or perhaps it's an expansion of your role. But this is the start of something new.

The Establish stage is really a collection of first impressions. You remember earlier, we talked about "MI personal brand," MI -- micro impressions -- well that is what the Establish stage is about -- a series of first impressions that add up to the initial perception of your brand.

When we don't think about things that go into this particular stage, we miss the chance to move the needle forward, and we'll talk more about that soon.

The Establish stage includes the aspects of introducing yourself to the different levels of the organization -- the senior leaders, the peers or colleagues, direct/indirect reports. It includes how to walk into a room for a meeting, for a networking event; it includes appearance and approachability; it's how you connect with someone one on one. A lot of little actions go into the Establish phase.

In the next module, Module 4, I will be going into great detail for each one of these stages. But for right now, I am just providing you with a high level snapshot.

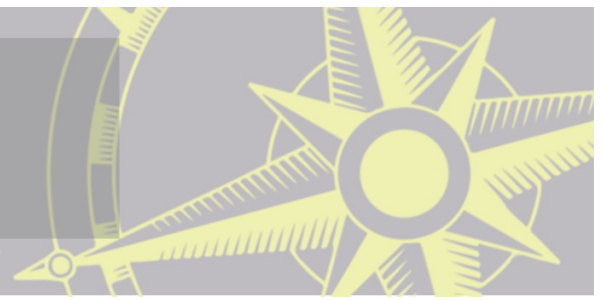
Now let's go into the Shape & Build stage. That's at the bottom of our compass. If we did the Establish stage well, then we move into the Shape & Build. Shape & Build is the longest stage of building our brand. People ask me all the time how long it takes -- how long am I in this stage? -- I have found that it is not quite that black and white. I do know that for some people that are in very fast organizations, it lasts just a few months. For others it lasts a few years. So there's no hard and fast rule here.

Being that it is the longest stage, I want you to understand that it is also the biggest stage. It includes a lot -- everything from how to run meetings; do you have agendas; do you start on time; what is your messaging like in your written communication; how do you present yourself in presentations; whether it's face to face or virtually.

There are a lot of comprehensive actions in this Shape & Build phase, but ultimately, it's characterized by taking a few steps forward and then maybe one or two steps back. Please understand, this is not unusual. As you test new skills in this phase, find out what works in this culture and what doesn't; what really gets people's attention in this particular organization and not another. So

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remember that and give yourself a break when it comes to that, and understand that the key to this stage is to keep moving forward in a positive direction.

Let's say we do that well. Then we move on to the next stage called Work to Expand. In this phase, you are going to really focus on expanding your influence. Let me tie this back to the credibility-influence concept.

In Shape & Build, we are really working on building that foundation of credibility, the bottom axis that we talked about in an earlier module. In the Work to Expand phase, we're working with that left axis -- the ability to influence. Visibility is the goal here. You understand at this point where you are on the brand map; you have a pretty good idea, because in the earlier two phases of our career, we've been working really hard on credibility. Now that we feel we have credibility, we need to target our efforts; we need to work strategically to build connections, which is the focus of the Work to Expand stage.

The Work to Expand stage is all about taking actions with a purpose. It might be that when you're traveling somewhere, you purposely schedule meetings or opportunities to interact with senior leaders. You might choose to write an article or two for a company newsletter, or even an industry newsletter; you may decide to step out and volunteer for an affinity group or perhaps a nonprofit group. There are a variety of ways that you can expand your visibility and your influence. But it is deliberate, and it does not happen automatically.

Let's assume that we do all three of those stages well -- Establish; Shape & Build; Work to Expand. What happens?

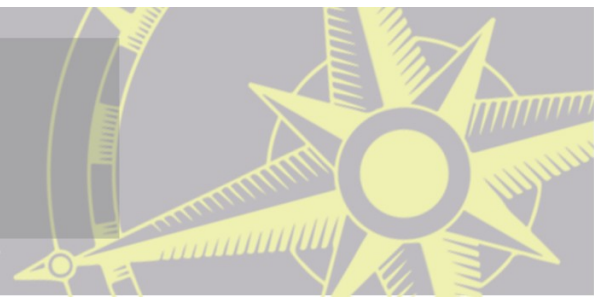
Then it moves us into the Now, What's Next. We're ready; we're ready to move forward and sure enough, that next position comes. We're celebrating; often times our colleagues are celebrating. That is when we find that we have established enough Brand Equity that it translates into Brand Power. People who are in this particular area -- now they are high on the credibility level; they are high on the influence level; their influence grows exponentially.

But what happens if you don't have that happening in your career? What if you find yourself stuck? I want to go back to the brand map, here. Remember we talked about this these four quadrants and where the gap was, and that that is where a lot of people in their careers find themselves stuck? Well, it was because they were only looking at half the picture, which we've already talked about.

Now what I want to talk to you about is why the compass comes into action here.

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We all understand that a compass is a universal tool; it points us in the right direction. That's really one of the questions -- whenever I talk about Breakthru Branding, people ask me, "Kim, why a compass?" A lot of thought went into why I selected a compass as our tool for our brand.

The first thought is that we all understand that a compass helps us find direction based on an understanding of North, South, East, and West. These polarities are universal. It does not matter where in the world we are, there is always North; there is always South; there is always East, and there is always West. The same thing happens in our career. There will always be certain polarities which are consistent regardless of where we are in which stage.

I like the use of a compass -- or for my newer generation, GPS -- because it's useful at every stage of the journey. So while the level of sophistication might change, the need to go in a certain direction does not.

For example, when we are first learning how to drive, we need to understand how to drive around our town; we still need to understand North, South, East and West, but we only need to navigate around our town.

We then go off to college. For many of us, that was a little bit further. Again, we still need to understand the directions North, South, East and West, but this time our level of understanding is even broader.

Then we get married; we have kids and we have to take them to Disneyland. Once again, we need directions; we need to know to head South to Disney World, on the East coast anyway, for Orlando. But the level of sophistication of our journey is much, much deeper now. Now we have to pack a car full of items; now we have toys coming out the back; it's a lot more than when we first started learning how to drive.

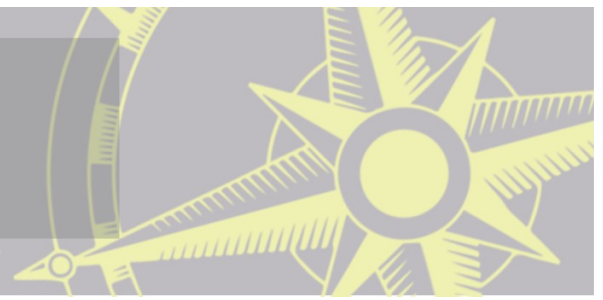
Then there comes the day later on in the years of retirement, when hopefully you and your spouse can take that dream vacation that you've always wanted to do. Again, we need to understand the directions.

So just like those personal stages of your life, your career stages require a similar understanding of what the directions are, but with a very different level of sophistication.

The other reason I like a compass is because there are degrees between the polarities. People like to think in straight lines and boxes; that's part of what

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holds us back. The power in life, I believe, as well as in our careers is to understand that we need to think in cycles, and that's what I want you to do -- think about your personal branding as a cycle.

It is a cycle that we repeat, because just as soon as we get all the way to Now, What's Next, what happens? We start once again on the Establish stage. We have to remember that we're constantly doing this cycle over and over and over again.

This is the biggest "aha" I've received when I'm talking about this subject to executives across the globe. They said "I've never really thought about this as an ongoing cycle, because when I receive a new position, I tend to think I don't have to go back to the Establish phase, because I've already had that earlier in my career."

Well that's when some of those gaps start to stand in the way, and people need to begin thinking about the fact that this is an ongoing cycle; it happens over and over. Just like when we're growing a plant, we do different things a long the way; we fertilize them and they grow. But we can't stop caring for a plant, or we all know what happens; it dies; the growth of it stalls. That is what happens in careers as well.

I have an illustrator who works with me to bring these concepts to life. We can understand the concept of a horse having blinders on, and that you only can see what you're right there in the middle of. That's what happens with people's careers. Because when we're in the Establish phase, that's all we can see -- just those things we're in the middle of. Then we're in the Shape & Build phase, that's all we can see, because we're so busy. Well, we see the blinders on a horse, but what we don't realize is that we too have blinders on. That is what I'm trying to do with Breakthru Branding -- remove the blinders to let you gain a mountaintop perspective of your entire career.

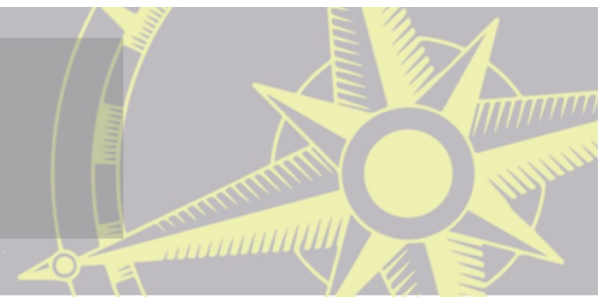
Let me go back to the "C3" at the very center of the compass. I'm an absolute believer in this. The C3 stands for your Core. I believe your core should be three words or three phrases that best describes your value or what you stand for. It is what you bring to the table that makes you special. I will be going into a lot of detail about this subject in Lesson 3. The whole lesson is dedicated to the core, but here I want to give you a couple of high level thoughts.

First, the core of a real compass is a magnet. It aligns with the magnetic fields of the earth. We've been talking about authenticity all the way through Breakthru Branding. That's because authenticity also acts like a magnet; it draws



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opportunities to you. When I work with people and they figure out what their core brand is, their core three words, it serves as a foundation; it lets others know who you are, and even more importantly, it reminds you of who you are. That can provide a great deal of guidance, especially during times of change. Gaining clarity about your core naturally brings you into alignment, which translates into confidence. Confidence is certainly a brand enhancer, and confidence is the primary factor that we are after during this entire branding journey that we're on together.

Like I said, we will spend more time on it in lesson 3. But this will get us thinking about what our core is like, figuring out where our strengths lie, that no one else can see, that we have deep down inside of us -- but we need to discover them for ourselves.

That brings us to our last thought.

I want to talk about the needle of a compass. The needle of a compass is lightweight and is able to pivot, so for whichever direction we are heading in our careers, we need to be able to pivot there as well. At all levels, across all industries across the globe, the biggest obstacles in personal branding surface when our needle becomes stuck in certain ways of thinking. Those are the biggest obstacles. This is the reason for saying since the start of this course that personal branding is more about the mindset behind it. You need to have a mindset that keeps the needle moving. You should understand that your career is a journey that cycles repeatedly, and you want to keep the needle moving to guide your way through it. So no matter where you are, no matter which stage you figure out that you are in, gaining clarity about what you stand for drives momentum. I've seen it repeatedly; I know this works.

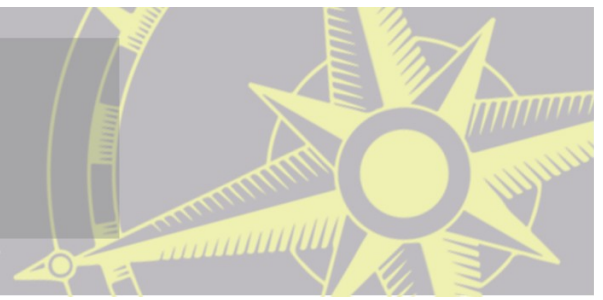
So ask yourself -- where am I? Where am I today? -- So that you can then decide -- where do I want to be?

I want to remind you again that the view from the mountaintop is inspiring. That's what we're after -- is wanting you to be inspired. As we continue through this course, I'm going to continue to connect these concepts to paint them into a greater big picture of what you are driving toward. The entire personal branding journey helps us focus on the big picture, and a compass helps us see like that. Again, clarity translates into confidence, and that is what we want.

Your action step for this lesson is to keep the branding compass where you can see it. Remind yourself that this is an ongoing process. Please download the

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worksheet to capture what you believe about your core brand today. It's very important to do this before you start Lesson 2. Because in Lesson 2 I'm going to talk about how to find out what others are thinking about our brand. Then Lesson 3 is decision time; it's when we figure out what we want our brand to be.

Glad to have you with me. See you in the next lesson.