

# TRANSCRIPT

BREAKTHRU BRANDING™



## Module 1 A Look at Personal Branding

Glad to have you back for Module 1 - A Look at Personal Branding.

In this module, you will find three different lessons.

The first lesson is called "What Personal Branding Is and Is Not." I'm going to go step by step and address some of the myths about personal branding so that we can have a blank slate and build on what it really is. I'm going to give you a fresh perspective on personal branding that you probably haven't been exposed to before.

Lesson 2 is all about navigating the waters with your personal brand, because the first time that people take a collective look, they say – wow, I've never really thought about it that way – and that's not surprising. More importantly, we're going to talk about authenticity. The most important thing throughout this entire course is I want you to be you – who you are. There is a "best version" of ourselves that we all need help bringing out sometimes, so we'll be talking about that in that particular lesson.

Then lesson 3 is about "You Are In the Driver Seat." This will take a 360 degree look at your brand. It will talk about the different levels of leadership that you need to be aware of, from direct reports all the way up to senior leaders, and strategically look to ask – am I investing time in those relationships?

I want you to know that collectively, these three lessons are helping you build brand equity. It's not something that we talk a lot about in personal branding, but it's very similar to the whole issue of building equity in a house.

I'm going to show you that every step we take – all of those small actions – leads up to our having brand equity in our career as we advance, which is absolutely critical.

Things have changed. The reality is that you're in the driver seat now and this is a very new concept for many of those I coach. Things aren't the same from ten years ago when we used to have a personal stepping stone path about where it is we go in our career.

I want to show you how it's changed. I want to empower you by giving you the tools that you need to have so that you can feel comfortable being in the driver seat.

Each step is helping you build confidence and build your personal brand.

So enjoy each lesson and I'll look forward to seeing you in Module 2.