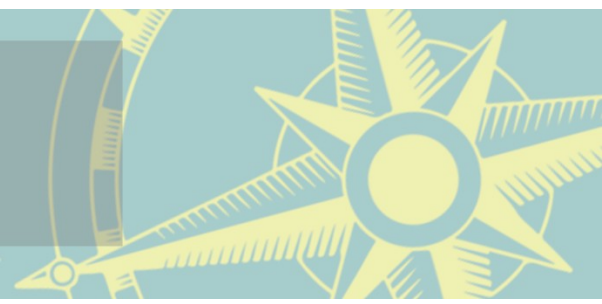


# TRANSCRIPT

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## Module 2, Lesson 2 TRANSCRIPT

Here we are at Module 2, Lesson 2, continuing our conversation about credibility and influence. In this lesson, we will specifically focus on enhancers and detractors which can impact our personal brand. What I would like you to understand by the end of our lesson today is how with personal branding, perspective is everything.

We're going to go over some of the characteristics that enhance your personal brand, and the diminishing mindsets which might actually detract from it. In this way I hope to help you to increase your awareness about how these things might affect your brand.

In truth, companies invest in coaching because they believe in people, and really, they won't spend time, energy and money on people that they don't consider to be an asset to the company. I want to make it clear to you that -- while they might be able to see your potential today, they may perceive at the same time that something could be blocking you from what you have the capacity to become in the future.

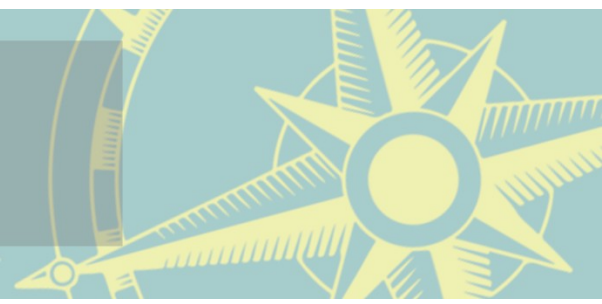
The stories that I am going to share with you in this lesson can provide some insight for you about the some of the stories that are playing out in your world. These stories might be ones that are playing out externally in the people around you, or they may be stories that you can relate to because they are happening to you in your own life.

This journey will be filled with ups and downs. That's the reality, and that's why we are having this discussion. Life happens; companies change. In order to fully understand what you need to do to adjust to the changes and anticipate them, you will need to develop an awareness of what is happening around you. Awareness is half the battle.

I want to be very clear with you that our goal here is not perfection; but rather, our goal is progress. I believe that the notion of perfection is highly overrated. I think a lot of people beat themselves up unnecessarily, based on this false goal of reaching perfection. This is not what personal branding is about. When I share the stories with you in this lesson, what I want you to watch for in them is the value of progress over perfection.

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Having said that, I also want to bring up that laughter is indeed the best medicine. I want to have a little fun with you as I share some of the mindsets and some of the stories that stand in our way.

I mentioned earlier that a key to personal branding is the mindset behind it. This mindset is a big piece of our whole puzzle that we're putting together.

What I have found is that people tend to play certain cards because of a belief that is standing in their way. I want us to take a look at that as if it's a story unfolding in a storybook.

It's important to point out here, that occasionally you will see this icon show up that says "give yourself a break" -- and here it is. So I want you to breathe, relax, and have a little fun as we go through this. I have seen people turn around every mindset that I'm about to show you, so there is always hope.

The first one is the "don't look at me" card. This is where people want to focus somewhere else instead of themselves. I tend to hear language like --

-- If they would just do this; get off of my back; give me a different boss; put me back in an old job -- whatever it might be.

Or the phrase I hear is --

-- If it wasn't for X, things would be just fine.

Well, the reality here is that we can stay focused those excuses, or we can own the power that we have to say -- OK, where do I go from here?

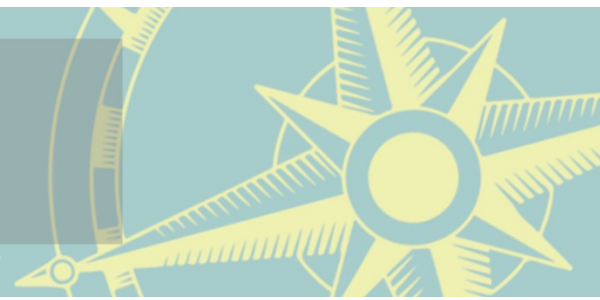
The next card is the "I don't want to brag" card, and ladies I especially want you to listen up for this one -- although guys, I do have a few stories that fall into this as well.

These are people that are really hesitant to speak about themselves. I usually hear language like --

-- I prefer to focus on the team -- or -- I am not comfortable blowing my own horn.

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The next card is one of my favorites; it's the "high school quarterback" card. I'm sure many of you know some folks who are still clinging to the past achievements they once had way back in high school. Well, I always chuckle at this one, because we all have certain images that come to mind.

I know that this card is being played when I hear this language --

-- I've surpassed all goals and objectives for X years in a row -- or -- look at all that I've done for this company.

They are so focused on what is behind them, that they're having a difficult time of focusing on what is ahead of them.

Here is another one -- the "I've got it under control" card. Things are swirling around them; they are doing all they can in earnest to manage the multiple moving pieces, and yet things might be spiraling out of control.

I know when people are playing this card when I hear things like --

-- I have been focused on my job; I don't have time for X -- or -- what do you mean people don't relate to me?

Because they're so focused on what's in front of them that they have missed what's happening around them.

I love the "super human" card. Haven't we all fallen guilty to this? -- I don't need help -- as we are struggling, carrying everything on our shoulders.

I know that I have been handed this card when people are using language like --

-- I have to do it all by myself -- or -- I can do it better than anyone -- or my favorite -- I have to do it, because other people will just screw it up.

That is a powerful mindset that can definitely stand in our way.

Then there is the "no blankety-blank way" card, where they're saying underneath their breath -- Are you kidding me?

And I know this card is being played when I hear things like --

-- If I do my job; why do all of those other things matter? -- or -- why do I have

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to waste my time on the unimportant stuff?

And then the last card is what I call the "toxic" card, and it is by far the most dangerous of all the cards that I see played. I know that someone is stuck in a toxic mindset when I hear these things --

-- The company sucks; my boss is a jerk; it isn't the same company that I used to work for -- or any variation.

That is a tough place to be professionally; it is a tough place to be personally.

Here's the nugget of wisdom that I want you to take from this, regardless of whatever mindset it is -- and the seven that I just shared with you are some universal mindsets that I have come across repeatedly -- here is the nugget I want you to walk away with --

-- Choice is the defining difference.

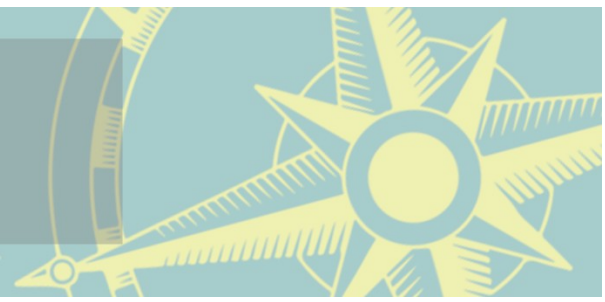
See, we will all face different challenges in our careers; that's the reality. We can stay stuck in a mindset, playing any of those cards I just showed you, over and over again, or we can make a conscious choice to find a new card to play. That is what I have found to be the defining difference between someone who can make serious progress in a career, or one who stays stuck continuing to wonder what's happening. Sometimes we can lose our way. It's OK. I've seen it happen along every phase of a professional journey. Sometimes we can lose our way.

But here's what I want you to know, and this is the most exciting thing for me, and the one that energizes me. There is hope we can come to a day when we have a completely new perspective. The view from the mountaintop can inspire us and help us tolerate the tension between where we are today and where we want to go. That mountaintop view is exactly what I'm trying to bring to you through Breakthru Branding. The power of embracing personal branding as a journey is what helps us focus on the long term; we don't have to get caught up in the short term if we can lift our eyes and see the view that could potentially be right in front of us.

I want you to think about a time when you were hiking. Think of when you were concentrating because you were so focused on putting one foot in front of the other to avoid stumbling, and when you discovered suddenly that a moment came when you could pause just long enough to look up -- and then it inspired you.

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It's powerful.

That's what I want you to see in your career.

It is possible to detach from the drama. I have found those four words to be very important. so if you have a lot of drama in your professional world I would write them down.

Outdated perceptions and defensive limiting beliefs can cause us to miss the magic of our careers.

I've seen it happen over and over again -- and this is the thing that really propels me out of bed each morning, and it gets me on planes, and this is why I do what I do, and this is why I want to bring these concepts to you -- it's because when someone sees for the first time that they had been stuck playing one of these cards, and had this limiting belief that was playing over and over in their minds, and I show them that there is another perspective -- I have seen the magic unleashed.

You see, limiting beliefs are like bad habits, and we need to kick them. We need to -- and we can. Sometimes we all need to be reminded that there is another way.

Now I want to focus on enhancers. Enhancers are the mindsets which propel us forward. They help us get out of any place that we might have been stuck. They give us the momentum to move forward inspiring us to embrace possibilities -- the possibilities around us, the possibilities in our careers, the possibilities in our companies, and sometimes even the possibilities of our lives.

I want to show you the enhancers in three categories. As the rest of the course unfolds, you are going to hear more and more about a variety of enhancers where I will get very specific in some of the actual tools and techniques that you can use.

But for our purposes today, I want to group them into three key areas.

The first is persistence. I have to tell you, some of the most successful people I've seen are the ones that don't give up. These are the ones that have been told that they have potential, but for some reason or another, they are stuck in a holding pattern. Well they don't give up; they go back and they say -- what can I do?

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How can I improve? -- and sometimes even go as far as asking for an executive coach. These are the ones that I see make real progress, the people who take the extra effort to seek the alignment that we talked about in an earlier lesson, making sure that they can live out who they really are at work.

They don't let others off the hook when they make promises and say -- hey, I think you can move forward.

They absolutely hold them accountable and say -- what can I do?

They are the ones who really push themselves to unleash their best "self."

Unleashing that power that they know is within, is simply a matter of increasing that influence factor that we talked about in the last lesson.

The next one is courage. These are the ones that I see standing up for what they believe. They invest the energy to be more relatable. They take risk in building their personal brand. They have that internal courage that pushes them out of their comfort zone.

I have such admiration for those folks, and I know many of you have that courage as well. I look forward to hearing about that not only in our calls, but also in our private Facebook group.

Then there's the willingness.

I have to tell you, there is a decision point that comes with your personal branding journey where you make a decision to try a new perspective which requires you evaluate your current beliefs. You choose to pivot when you need to, and you embrace humility in saying -- maybe what I thought was "the" right way was only one way of many.

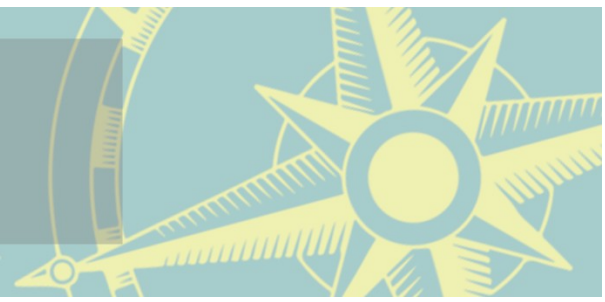
These are the three buckets that I see the enhancers fall into.

I want you to ask yourself today as you leave this lesson --

-- Are there any detractors -- or what I call "limiting beliefs" -- standing in my way?

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As you go through this course, be mindful as you open up to new possibilities.

I often use an empty coffee mug to make this last point. We are so busy in our lives that we tend to fill it up. We fill it up with all kinds of activities and perceptions and thoughts and goals, all kinds of things that fill our lives. If you think about the coffee mug as an analogy for your life, if it is so full that there is no room for anything more to be poured into it, then you miss out.

This entire course was built, beginning in Modules 1 and 2, on the perspective that is better to empty out your coffee cup. Because the value in the coffee cup is in its emptiness. When you can let go of those things that are no longer necessary and leave yourself open for some new realities, new perspectives -- wow -- that is when change happens.

Go get a coffee mug this week. Put it on your desk and think about this every time you see it -- have I emptied out the things that I no longer need so I can make room for the new?

I look forward to seeing you in Lesson 3, when we continue in this transformative journey.