



## Module 4 Lesson 1 TRANSCRIPT

Glad to have you are back with me, that you found a minute to yourself, and you are ready to dive into Module 4, Lesson 1. Lesson 1 is about the Establish stage. We are about 15 days into this Breakthru Branding course.

What I want you to take away from Lesson 1, today, is that the Establish phase is all about how to start out in a strong way right away.

Earlier, when I showed you the branding compass we talked about the Establish stage over here on the right, and that is what we are focusing on for this lesson.

This lesson answers the question -- Where should you focus so that you can avoid the dreaded neutral zone? It will also help you understand how to make strategic branding choices so that you can stay away from that chasm of missed opportunity, and you will also see how you can leverage your introduction, which is one of your most valuable branding tools.

I've talked about this neutral zone throughout the course, and where I begin to see it surface is here at the Establish stage. People make choices unconsciously that will keep them right there in that dreaded neutral zone, right out of the gate. That's not a race we want to enter, is it?

We really wouldn't want to begin a race -- would we? -- where we start off very, very slowly; we don't want that to happen in our careers when we take on a new position or join a new company. I want to remind you again of what I talked about earlier -- the "I-square" factor, Instant Impressions. The Establish phase is all about a collection of these instant impressions.

It comes down to three things -- what do people see, how do you make them feel, and what do they hear? What do they see when they meet you for the first time? This includes a few things -- what message does your appearance send? Are you dressing for the job that you want or for the job that you have? Are you polished? Do you look put together? Have you given any thought to your appearance and how it impacts your brand?

Do you enter the room with confidence? This is a big missed opportunity that I see people have. When you walk into a room, whether it's for a networking event

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or a meeting, before you go in -- do you pause for a moment and get yourself ready to enter the room with confidence? Or do you walk in flustered, or dashing or rushing?

We have to remember that there are different ways we can slow down and change the pace of how we enter a room.

I am always having to remind people of what our moms used to teach us. Does your posture reflect strength? -- shoulders back, chin up. Do you pause for a moment so you can collect your wits about you and then enter the room with confidence? Make sure that your posture reflects this.

I want you to think about this -- how do you feel? How do the people feel when they interact with you? You want to have have an approachable demeanor. Do you walk around with a scowl on your face? Or do you have a pleasant demeanor that would actually draw people to you, and have them feel comfortable approaching you?

Is your handshake firm? We know this from way back in Business 101, but somehow we have become lazy when it comes to the handshake. I still make everybody that I coach practice this particular aspect, and we all need a refresher on this most important part of the introduction.

Do you gain and maintain eye contact? Is your body language engaging? Are you sending signals that you are open to having others engage with you?

I believe that this last one is probably the most important one. "Did they hear anything that would make them remember you?" Did you use names as a way to connect? I realize that in the Establish phase, you may not know everyone's name. But any time that you actually know someone's name, begin to make it a habit for yourself that whenever you can use someone's name in a meeting, in a conversation or even in a Q&A portion of a presentation -- that is always a way to connect.

Is the tone of your voice pleasing to the ear? Are you articulate and calmly confident in your speech? Is your introduction worth remembering?

The Establish phase is a collection of all of these first impressions that come together and affect whether or not you are moving forward or whether you are stuck in that neutral zone.

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Remember we talked earlier about what I call "the chasm of missed opportunity." I want you to take a look at this even closer this time, because do you notice the megaphones, the bull-horns that both of these people have? Well, that's not a luxury we often get in the Establish phase of our brand. Most people will not feel comfortable enough coming to us to tell us whenever we're missing some opportunities about this particular phase. That's why it's more important than ever for us to really think about -- what kind of impact am I having in the Establish phase of my brand?

So let's talk about "see." Amy Cuddy has a new book come out that's called "Presence." I highly recommend her topic. If you are not an avid reader this may not be the book for you, and in that case I would recommend that you find her TED Talk.

She talks about some of the tips and the neuroscience behind what you can do to make sure that when you are entering the room, you are walking into a situation with strength and that people see a very strong you that shows up at that moment.

The book is written by a Harvard professor, so sometimes it's a little difficult to get through, but it has a lot of really good information. You might find the video just as helpful, depending on your time.

How do you make others feel? There is another book that I recommend. In fact I recommend this one book even more than the one that I have co-authored myself called "Unleash Your Best Self." This book, "The Silent Language of Leaders," talks all about whether your body language is congruent with your message. Because see, that's where this whole issue of feeling comes in.

You know when you meet someone and right away you say -- OK, I like them, I get that -- and then you meet someone else and you say -- hmm, I'm not too sure about that; I'm not sure if I can trust them. Well that's because of the disconnect -- the disconnect between what is being said and the other non-verbals that we are gathering. This book does an excellent job of distilling that down and it is easy to read.

We talked about the relevance factor earlier, and for my own specific efforts to stay relevant, I easily consume fifty books a year trying to stay current and up on happening on the business front, what's happening in self-help, what's happening in neuroscience and of course systems thinking, and of all the books that I have found over the past two years -- this is one of my favorite books, even today.

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Then, what do they hear? I want to dive into this issue of the power of introductions.

Before you continue with this lesson, I want you to think about how you introduce yourself right now, and then jot down a couple of bullet points about it. Pause this recording right now for a moment, so that you can make some notes to yourself.

How do you introduce yourself right now? Whether it's in a meeting or whether you've met somebody face to face?

OK. Now that you have that down I want to show you the difference between what I see people do and where we can make it stronger.

I've seen thousands and thousands and thousands of introductions at this point. Issue number one -- many people rush through their name, and they will simply say something so fast that you cannot get their name. Hello, my name is Kimberly Faith. Hello my name is John Smith. Hello my name is... On and on and on it goes.

Instead we can pause. "Hello. My name is Kimberly. Kimberly Faith." Or simply, "my name is Kimberly Faith," and then pause before we go on to the next sentence. Find that moment for you.

Most people do not share anything that makes them memorable. I will give you some ideas about that.

Then of course, this is the one that I hear the most. Most people introduce themselves by sharing their title and how many years they have been there -- at the company or at the division.

Here's one of the biggest take-aways I want you to note for the Establish phase. These are missed opportunities. Please remember -- I'm sitting there looking to you eye to eye -- please remember that you are more than your job title.

You are more than your job title. It does not define you; it is not necessarily your brand; you are more than that.

If I could inspire you to believe and understand, and more importantly, embrace the fact that you are more than your job title, then that will go a long way in moving you along the Establish phase.

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The other comment I want you to remember is from Jeff Black, a world renowned communications expert that I work with -- you only have a minute to win it.

60 seconds, folks, that's all. When we meet somebody new, when we introduce ourselves at a meeting for the first time, we have a precious 60 seconds to be able to define for them whether or not they should remember what we have to say. Please use it as the precious real estate that it is.

So if you have to share your tenure -- because I have a lot of people who really really get stuck on this fact, they believe that they have to share how many years they've been there -- well if you feel compelled to do that, then do it creatively. If you've been there 25 years, do the math and find out -- "I've invested over 50,000 hours of my life in the success of this company." How did I find that number? I took 25 years, times an average of 40 hours a week, times 50 weeks. Whatever the number is, that's one possible fun way for you to introduce yourself.

The other one is that you've been there ten years, let's say -- you could say something like, "I've been here long enough to earn a bachelors, masters and Ph.D, so I guess that means..." and you can fill in the blank for your own personality.

If you have not been there a long time, you can downplay the whole issue of -- "I've only been here for a little bit of time" -- instead by focusing on the collective experience that you bring to the table.

I want to talk to you right now, if you have been at your organization for less than five years, please do not apologize for that. So many times when people introduce themselves to me, they're like -- oh, well I've only been here three years -- or -- I've only been here for a year.

It's almost like they're apologizing for having a new perspective. And I want to shake them, and I want to say -- no, that is wonderful. I can't tell you how many corporations I work with need that fresh perspective. So instead of downplaying the amount of time if it's less than five years, use that as an advantage to build your brand that companies need the fresh perspective that you bring to the table.

Here's a challenge for you as think outside of your job title. Look for collective impact numbers, such as -- I have trained over 23,000 leaders in the past two decades -- or total up the number of deals that you've managed and you can say

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something like -- I have been involved with deals totaling ten million dollars.

Look for how many hours you've dedicated, how many customers you've touched. There's always an impact number somewhere collectively in what you've done. How many employees have you impacted? It depends on the job that you're in, it depends on the industry that you're in, but impact numbers speak volumes and they can establish credibility in your introduction within that 60 second time frame.

Look to your brand words for what you bring to the table and you can even include that in your introduction. I've seen someone say something like this. "I could tell you all about what I do in accounting, but instead I want you to remember me as a data detective because I search for the message in the numbers, and you are going to need that in what you have to do over these next six months."

She was creative. She was creative in the way she delivered what her job title was, and did it in a way that people always remembered her.

And then don't be afraid to mention something memorable outside of work as long as you bridge it to why they should care now. It's always been disheartening to me when I hear people say, "well, Kim, there's nothing really memorable about me; I'm just ordinary." It takes me a couple of questions and then I can get up to seven "whys" and by the seventh one I will find a nugget that makes them different.

So this next one I'm going to share with you is exactly that. I've walked up to a group of women and they said -- we've done nothing interesting.

After several questions I found out that one of them had completed her tenth marathon the weekend before. Well, I don't know about you but I'm certainly not out there running that many marathons. That was impressive. And she said -- well I don't know how to use that.

If you have something like that, here's what I shared with her. You could easily say something like this. "You might find it interesting that I just completed my tenth marathon. The tenacity, endurance and discipline it took to make that a reality is exactly what I bring to this company and the position of . . ."

You see it isn't just sharing information about what you do outside of work for the sake of interest. It's about bridging it -- bridging it to the value you bring to the

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table.

Here's another one because I actually work with a lot of veterans. This particular veteran finally was able to say this about herself -- I am proud of the ten years I served as a Colonel in the military. I bring that same dedication, drive and leadership excellence to the acquisition challenge we face today.

I have used all of these techniques with both men and women to figure out how they could establish their "minute to win it." You have to do it in a way that's authentic and that's comfortable for you, but I want you to know it is possible and goes a long way in building power in that Establish phase.

You want to give people a reason, a compelling reason to remember you, and that is what you're after. So invest some time thinking about the value that you bring. You're now going past the core brand words that I asked you to do earlier and now you're thinking about -- how do I segue to my introduction? Make the most of your chance to make an impression.

Because the thing is, is we need to prepare ourselves now. You need to prepare yourself now so that you are ready when the opportunity comes up. I could share story after story of senior leaders, executive leaders, top officials where somebody had a chance to meet them but because they were not ready ahead of time they missed the opportunity; they were too nervous to establish their value. And remember just like I've been talking about with the neutral zone -- it's not that they did poorly, and they didn't necessarily move backwards, but they certainly did not move forward; they just stayed in that neutral zone, coasting right along.

So the action item for today is to download the worksheet with ideas about how to introduce yourself in a variety of settings. I find sometimes it's helpful to hear what others have done.

Please make a note to yourself that the Establish stage is a great time to update your LinkedIn profile. Take a look at your picture. Is it sending the message you want? Take a look at the summary, at your titles. LinkedIn is like a billboard my friend -- a billboard for your personal brand and I want to encourage you to use it.

When we don't use that personal billboard, it's a missed opportunity.

As we end our lesson today I want to remind you -- every time we start with a

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new position, a new department, a new company, we start again at that Establish phase to freshen up before we move on to the next one.

I look forward to seeing you in Lesson 2.