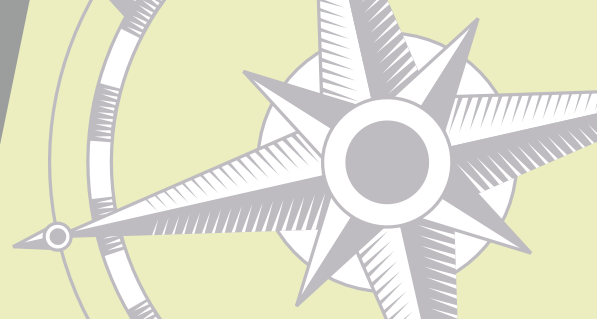


# Keeping Yourself Accountable

## BREAKTHRU BRANDING™



Check the structures below you think will help keep you focused on continuing your personal branding journey.

### General

- Set up calendar invite for the first of each month asking yourself “what have I done to build my brand lately?”
- Schedule a quarterly reminder to update your internal and/or external personal profile.
- Download and post quotes about personal branding so you can see them often to inspire you.
- \_\_\_\_\_
- \_\_\_\_\_

### Establish

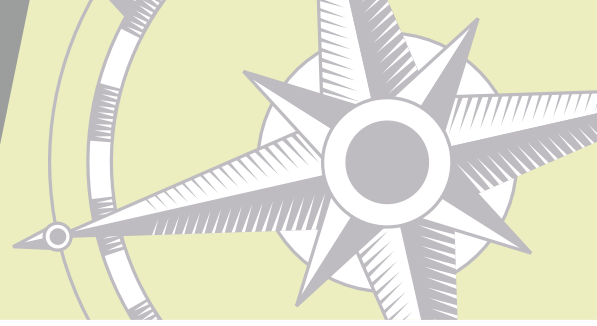
- Make an appointment with someone you respect to practice your new introductions.
- Schedule an extra five minutes before a meeting to pause and reflect on how you want to enter the room.
- Make an appointment with a professional to update your wardrobe, hairstyle or make-up.
- Schedule a photo shoot for an updated profile picture that is representative of the brand you want.
- Place business cards in multiple locations so I remember to always carry them (i.e. office, car, portfolio, etc.).
- \_\_\_\_\_
- \_\_\_\_\_

### Shape & Build

- Order a book to learn more about managing meetings effectively.
- Learn more about how to coach others as a way of building my brand (see link to book by Alan Fine in Bonus/Xtras section).
- Seek opportunities to speak in front of groups to polish presentation skills.
- Schedule a reminder to record yourself on a virtual call at least once a year.
- Take a second look at your office and ask yourself if it sends the message you want for your brand.
- \_\_\_\_\_
- \_\_\_\_\_

# Keeping Yourself Accountable

BREAKTHRU BRANDING™



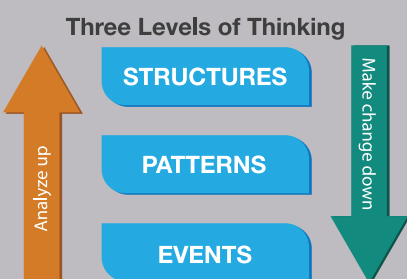
## Work to Expand

- Schedule a reminder for one a month/quarter to give someone in your LinkedIn network a recommendation.
- Arrange for a small mastermind group to discuss what you learned in Breakthru Branding (contact us for info).
- Join affinity group – volunteer to lead, serve on a panel, or introduce an upcoming speaker.
- Publish an article relevant to your field on Linked In or in industry blog.
- Decide to become a resource for others to build relationships by sharing books, article, illustrations, quotes, chocolate, etc. Tie it in with your CORE brand.
- \_\_\_\_\_
- \_\_\_\_\_

## Now, What's Next?

- Schedule time to practice your “magic 11” with a respected colleague so you are ready for the next interview.
- Pitch an idea for a new position or initiative to key leaders – don’t just wait for an opportunity to come up.
- Start making it a habit that when you travel to another location, ask yourself “who should I connect with while I am there?”.
- \_\_\_\_\_
- \_\_\_\_\_

We have three levels of thinking available to us when addressing issues. The important thing to remember is to analyze up and make change down.



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All three levels of thinking are helpful.

- The Events level feels like random dots on a graph with no connection. Feels like firefighting because one event happens right after the other.
- The second level of thinking is the patterns or trends level. This is where we connect the dots on a graph. We don’t overreact to something because we have been there before. It does not surprise us because it is predictable.
- The power lies with the third level of thinking which is structure. Structures are anything tangible or intangible that influences individual or group behavior.

### They can be:

- ☑ **PHYSICAL** - Room or Office layout, Work Flow, Building Layout, Parking Lots, Lobbies, Rooms,
- ☑ **KNOWLEDGE** - Skills, Job Experience, Training, Cross Training, Diplomas, Education, Certifications
- ☑ **INFORMATION** - Information Flow, Employee Communication, Patient Information, Information Flow, Information Needed to Do the Job, Information to Make Decisions, Organization Metrics
- ☑ **REWARDS** - Pay, Benefits, Rewards, Awards, Recognition
- ☑ **POWER** - Expectations, Hierarchy, Work Design, Leader Behavior, Decision Styles, Decision Groups Can Make, Decision Levels, Policies, Procedures, Rules, Practices, Informal Power Beliefs, Measurements