

MODULE

02

Credibility

# Credibility & Influence



Lesson 2

# Enhancers & Detractors



*Perspective is everything*

## WHAT YOU WILL DISCOVER

- ▶ Characteristics that can **ENHANCE** a personal brand
- ▶ Mindsets which can **DETRACT** from a brand
- ▶ Increased **AWARENESS** of ups & downs of personal branding



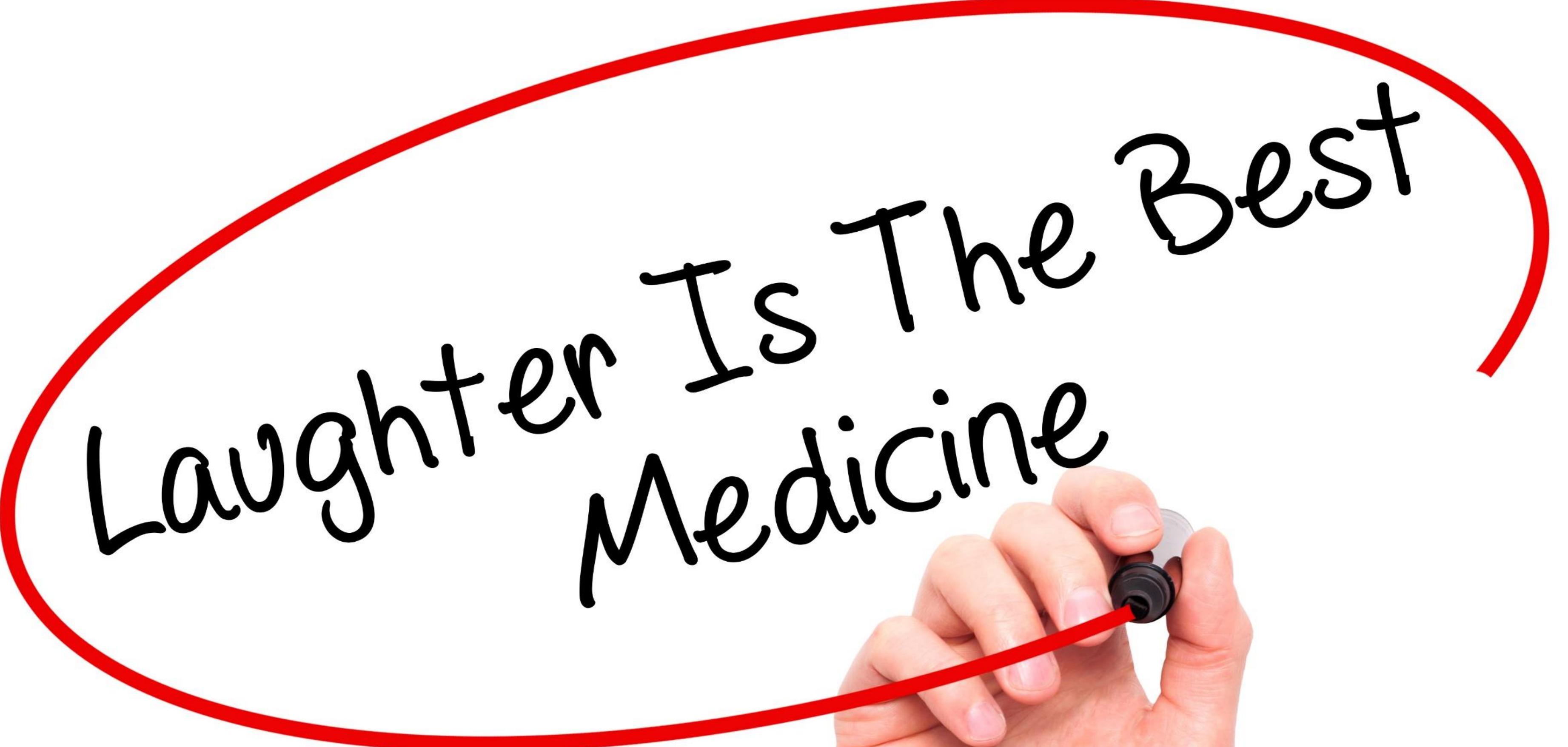
# *Here is the reality*



- ▶ Companies invest in coaching for people they believe in. They see the potential but they also know something is standing in the way. **Coaching is a way to remove the interference** keeping them from being the best version of themselves.
- ▶ These universal stories can provide **INSIGHT** into the stories playing out in your world – externally or internally
- ▶ We all have ups and downs on this journey. Understand it, anticipate it when possible, and then adjust. **Awareness is half the battle.**

PROGRESS

~~PERFECTION~~



Laughter Is The Best  
Medicine



A key to personal  
branding is the  
**mindset** behind it





# Don't look at me

"If they would just or if it wasn't for x things would be fine . . ."



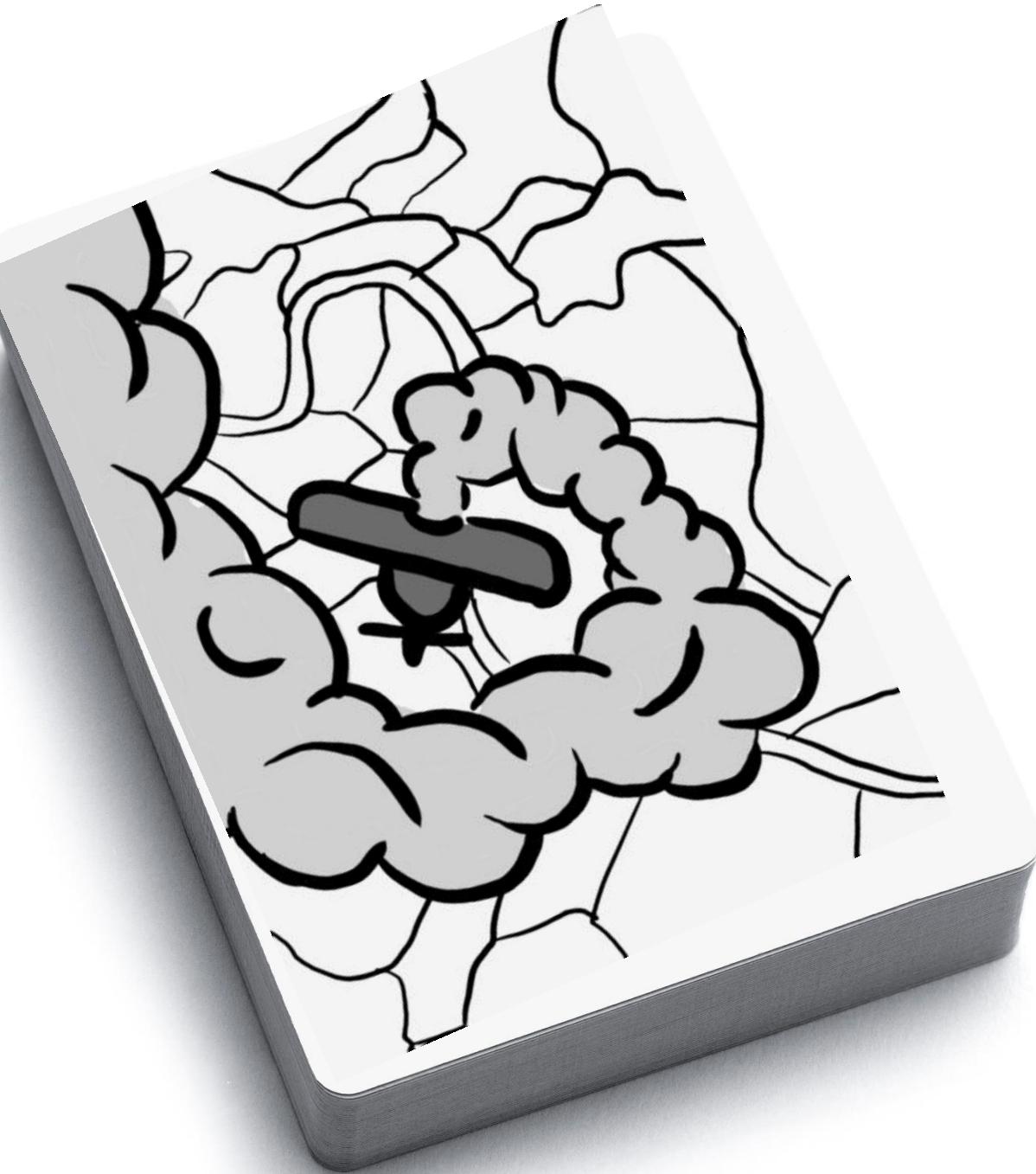
I don't want to brag

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

# High School QB



"I have surpassed all goals and objectives for # years in a row or look at all I have done for this company . . ."



I've got it  
under control

"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 . . ."

# Superhuman



"I have to do it all by myself or I do it better than anyone . . ."



# No @\$%\* Way

"If I do my job, why do all of those other things matter or why do I have to waste time on the unimportant stuff . . ."



# TOXIC

“The company sucks, my boss is a jerk, it is not the same . . .”

## No. 02

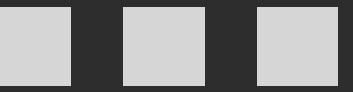
CHOICE is the defining difference



Sometimes we can lose our way

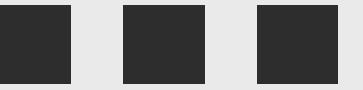


- ▶ The view from the **mountaintop** can **INSPIRE** us and help us *tolerate the tension*
- ▶ The **POWER** of embracing personal branding as a journey is it helps us focus on the long term
- ▶ It's possible to **DETACH FROM THE DRAMA**



*“Outdated perceptions and defensive, limiting beliefs  
can cause us to miss the **MAGIC** of our careers”*

KIMBERLY FAITH



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## LIMITING BELIEFS

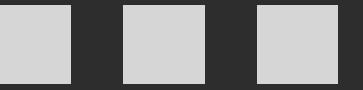
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*are like bad habits*

SOMETIMES WE NEED TO BE REMINDED

*there is another way*





*Enhancers are mindsets which*  
PROPEL US FORWARD

INSPIRING US TO EMBRACE  
POSSIBILITIES

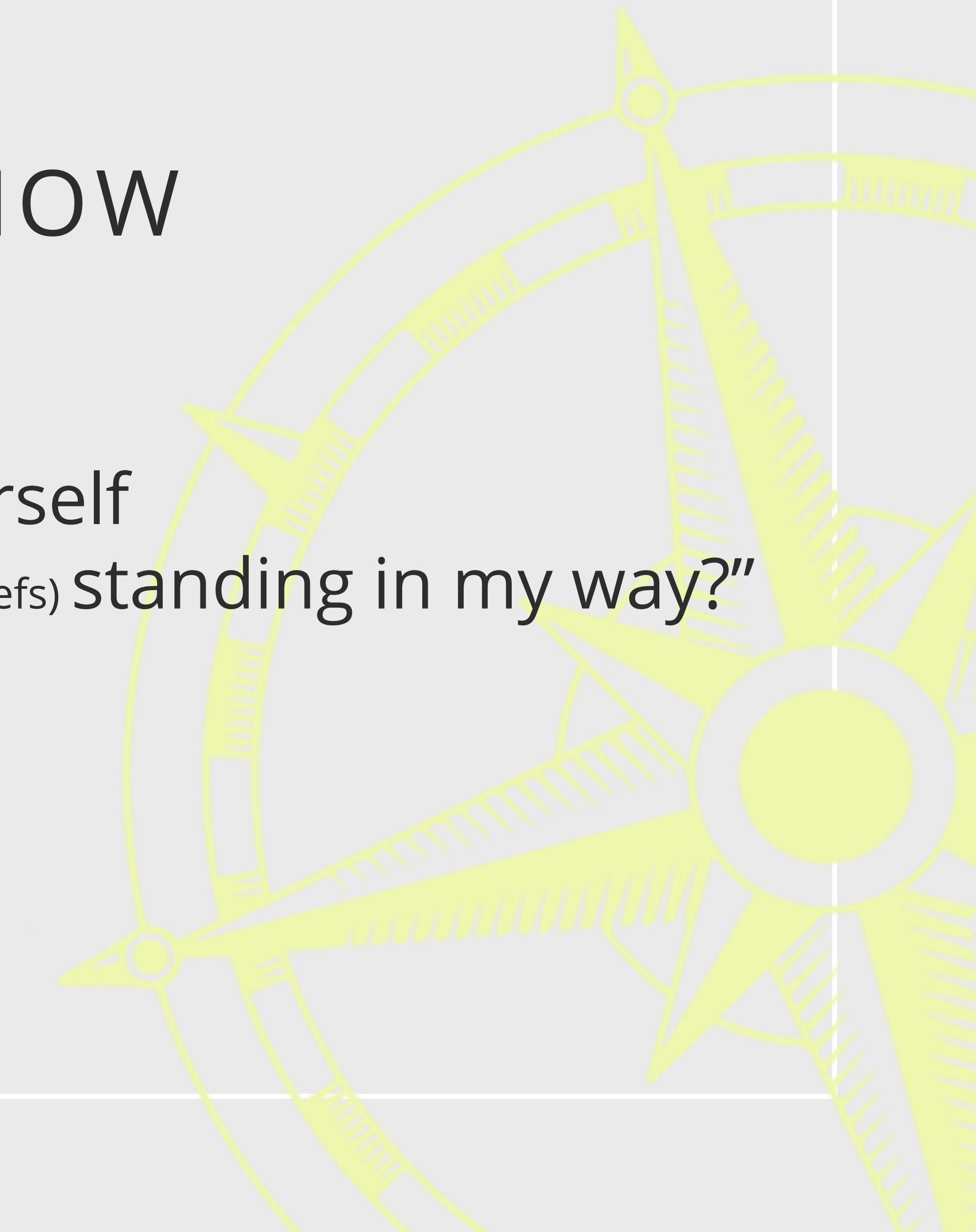


## ENHancers

- ▶ **PERSISTENCE** – not giving up, seeking alignment, not letting others off the hook, pushing themselves to unleash their best self
- ▶ **COURAGE** – standing up for beliefs, learning to be more relatable, taking risks in building their personal brand,
- ▶ **WILLINGNESS** – trying a new perspective, evaluating beliefs, choosing to pivot when needed, embracing humility, being inspired

# TAKE ACTION NOW

Honestly ask yourself  
“are there any detractors (a.k.a. limiting beliefs) standing in my way?”



*do the work*  
MAKE IT REAL

Be mindful as you open up to new possibilities

