



# AMP UP PERFORMANCE BRAND YOURSELF

5 Steps to Define Your  
Professional Brand  
Generate Confidence  
Create Your Plan



## BRAND YOURSELF

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**Anne Collier** is a catalyst for executives stepping into power. Through individual coaching, Anne gives her clients a competitive edge that gets them to their goals more quickly and with greater ease. Her work guides clients to discover a fresh perspective, to make the most of their strengths, and to minimize the effects of their blind spots through proven assessment tools such as Myers-Briggs Type Indicator®. As her clients get unstuck, they find the process exhilarating. In addition to individual coaching, Anne's *Amp Up Performance* workshops inspire communication that gets results. For those who would like to reduce their stress, she offers strategic guidance on how to better self-manage while improving performance.

Anne's clients learn to lead powerfully and build effective teams. They make the most of their own and their team's strengths. Her strategic advice is practical yet creative. Her clients include high-level executives, lawyers, in-house counsel, association executives, entrepreneurs, and government-affairs professionals.

Anne is a significant contributor to the American Bar Association's Law Practice Management Section's Women Rainmakers Committee, designing and presenting many of the Committee's programs. She co-chairs the Women's Bar Association's Career Development Committee and chaired the DC Bar's Law Practice Management Section Steering Committee from 2010-2012. In addition to being a Myers Briggs Type Indicator® Step I and Step II Master Practitioner, she is qualified to administer and use the Emotional Quotient Inventory 2.0® and 360 Feedback; Strength Deployment Inventory®; the Apter Motivational Style Profile®; the Apter Leadership Profile System®; and the Center for Creative Leadership's 360 Degree Assessments®. Anne teaches leadership and coaching skills to executives and managers; teaches collaboration skills to teams; and leads retreats and workshops using the aforementioned assessments. She has successfully facilitated a number of team meetings, industry meetings, and board retreats.

Anne is a Professional Certified Coach and has her JD cum laude, from the University of Michigan Law School; her Master of Public Policy from the Institute of Public Policy Studies at the University of Michigan; and her BA with High Distinction, concentration in economics from the University of Michigan. Anne is a Coach University Core Essential Program and Advanced Coaching Program graduate and a certified educator through the international Equine Experiential Education Association.

Anne resides in Chevy Chase, Maryland with her husband Alex and four cats. She loves to cook, travel, fly fish, and is an avid equestrienne. Dressage is the most physically and mentally challenging thing she does.

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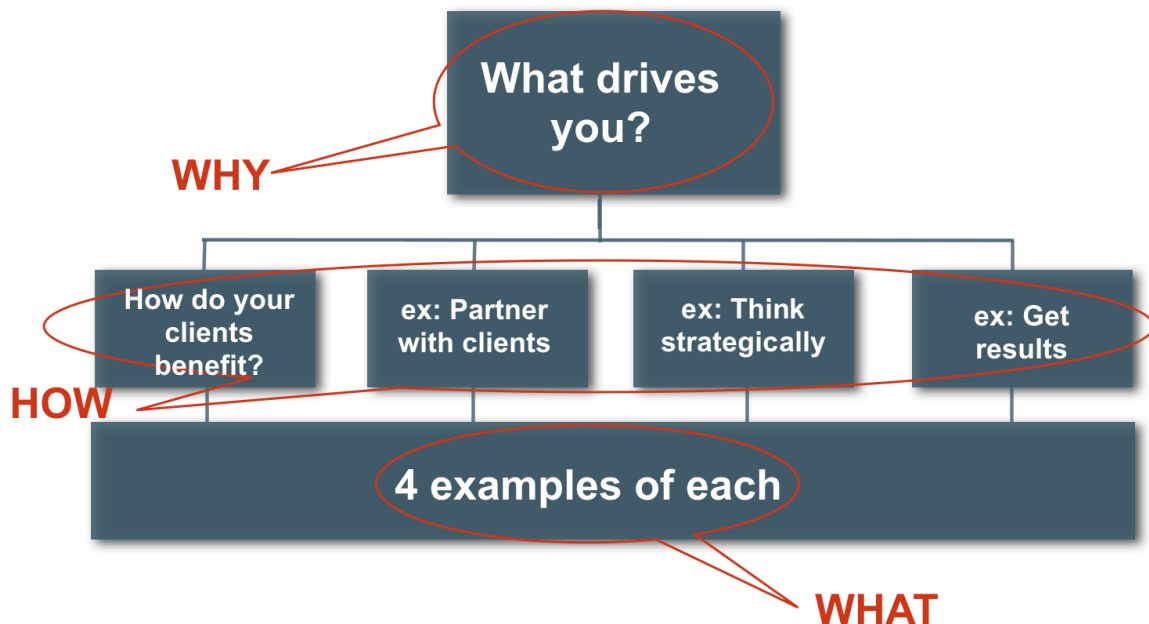
*We welcome the opportunity to help you in creating your brand. Please contact us about individual and group branding sessions.*

# FOREWORD

A brand is the promise of a consistent experience. A powerful personal brand will deliver remarkable results by providing a compelling and unambiguous rendition of your strengths, inspiring confidence and drawing potential clients, promotions, recognition to you. Your brand articulates why, how, and what you do, distinguishes you from your competition, and succinctly describes the value the potential client or employer would receive by hiring or promoting you. You will leave this workshop with a brand, elevator pitch, mission statement, and messaging on which to draw. You will also learn how to generate confidence and create your own plan for leveraging your brand.

This workbook is ideal for the professional seeking to expand his business and position himself as an expert in his field as well as the executive seeking to position himself within his company and industry. Regardless of your level of experience, you will benefit from being known for your strengths and expertise. Your goal is to create your own messaging pyramid so you can describe why, how, and what you do in a manner that interests and draws others to you. The pyramid below (with examples at the “What” level) depicts your brand.

## THE MESSAGING PYRAMID



# OBJECTIVES

- Define your professional brand
- Generate confidence
- Create your plan

**Note:** While you project and utilize your professional brand externally, the key to any branding process to gain internal clarity about your value, what you offer, and why clients want to hire or promote you so that you can project it.

# WHAT IS A BRAND?

- Promise of a consistent experience
- Clear, accurate, inspiring distillation of who you are and what you offer

1. Think of a brand you like and use. What are three things you really like about this brand?

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2. What does a professional brand mean to you?

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## WHY “BRAND” YOURSELF?

- Create confidence
- Clarify which problems you are the solution
- Help others understand why they should hire you, promote you, or give you work
- Differentiate yourself from others
  - Elevator pitch
  - Speaking engagements
  - Articles

3. How would having a professional brand support you professionally or personally?

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4. What, if anything, holds you back from confidently articulating your professional brand?

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<b>“I don’t know enough”</b>	<b>“I am smart”</b>
<b>“I don’t have enough experience”</b>	<b>“I am a problem solver”</b>
<b>“Someone else knows more”</b>	<b>“I can figure it out”</b>
<b>“I haven’t done this before”</b>	<b>“I love challenges”</b>



## STEP 1: ESTABLISH A POWERFUL MINDSET

The purpose of Step 1 is to identify the empowering mindset that will propel you forward.

### WHAT MIGHT BE HOLDING YOU BACK?

#### Mindset: Who Do You Think You Are?

LOOKING OUT FOR  
NUMBER ONE



SOLUTION TO A  
CLIENT'S PROBLEM



5. What do you tell yourself when you are “pitching” you? (E.g., when you are pitching work to prospective clients or asking for a promotion or raise.)

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## BRAND YOURSELF

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6. What self-perceptions, if any, prevent you from making a great pitch or presenting yourself in the best light possible?

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7. What other challenges, if any, do you face in making a great pitch or presenting yourself? (E.g., feeling pigeon-holed, not sure you know “enough,” someone else knows more, wanting to be recognized as ready for the next level, uncertainty about explaining past experiences during a period of career re-direction.)

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8. What powerful mindset could you adopt in place of any potentially derailing self-perceptions?

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## RECOGNIZE YOUR STRENGTHS

9. List five accomplishments you are most proud of:

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## BRAND YOURSELF

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10. What types of problems are you an expert at solving?

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11. What do colleagues praise you for at work?

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12. How did you get to where you are professionally? What have you learned along the way?

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## BRAND YOURSELF

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13. What do you see as your top five key talents and strengths?

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14. What was the most difficult or important challenge of your childhood and what strength did you gain from the experience?

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15. Which of your attributes have you relied on in the face of adversity in your most challenging times?

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## BRAND YOURSELF

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16. What did you learn from these experiences that has served you in business or life?

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17. What are you doing when you are so engaged that you lose track of time? You are in the “flow.”

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18. When reflecting upon your considerable talents and strengths, what empowering mindset could you adopt to create confidence when pitching yourself?

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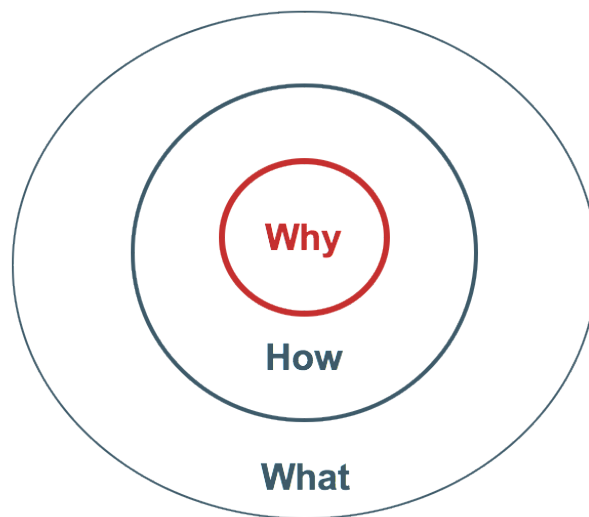
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## STEP 2: IDENTIFY “WHY”

The purpose of Step 2 is to shift your focus from solely or primarily WHAT you do to WHY you do it. Articulating WHY will attract and connect you with the people you want to reach.

### LEAD WITH “WHY”



### THE DIFFERENTIATOR: “WHY”

- The goal is not to do business with everyone who needs **WHAT** you sell
- The goal is to do business with people who believe in **WHY** you do it

*Simon Sinek: How great leaders inspire action*

## BRAND YOURSELF

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19.**WHAT:** I am an expert in:

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20.**HOW:** I solve clients' problems by:

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21.**WHO:** Types of clients that need my services are:

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22.**WHY:** My motivation for doing this is (a paycheck is just a side effect):

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## BRAND YOURSELF

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23. The work I love is:

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24. What are your values? Circle 8-10 words that are meaningful to you. Feel free to add words if your values are not represented below.

authenticity	safety	tradition
generosity	love	teamwork
honesty	kindness	self-reliance
success	commitment	respect
loyalty	security	discipline
inspiration	good health	passion
freedom	justice	independence
integrity	fairness	learning
service	adventure	harmony
creativity	family	fun
philanthropy	courage	good humor
warmth	knowledge	wealth
faith	morality	open-mindedness

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## BRAND YOURSELF

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25. Which of your values are embodied in your work?

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26. What inspires you about your work? (E.g., fulfilling, fun, exciting, challenging, satisfying, like to win.)

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27. How do you see your expertise helping you to fulfill what inspires you about your work?

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## STEP 3: DEFINE YOUR MISSION

The purpose of Step 3 is to clarify your mission and create a crisp and compelling articulation of why you do the work you do. Your mission is what drives you.

### CLARIFY YOUR LIFE PURPOSE

28. What impact do you want to have on those that are close to you, your clients or colleagues, and/or the world?

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29. If you were financially able to retire, or otherwise would not need an income one year from today, what would you want your life to look like and what would your goals be?

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30. Who in history do you most admire, and why?

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## BRAND YOURSELF

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31.If you could solve a world problem, what would it be?

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32.What would you most like people to say at your retirement party?

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33.Please list three possible life purposes.

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34.What is in the way of putting this ahead of what you are engaged in now?

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## BRAND YOURSELF

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35. What would you most like to do in the next decade, in pursuit of your life purpose?

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36. What would you most like to do in the next decade, professionally?

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37. What else would you really like to do in the next decade?

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## CRAFT YOUR MISSION STATEMENT

- Aspirational
- Descriptive
- Embodied in your brand description, bio, and elevator pitch
- *Includes **WHY***

Your mission statement will embody why, how, what you do, and who you do it for. The basic format is “To ... [what you want to achieve, do or become] ... [reasons why it is important] ... by ... [specific behaviors or actions you can use to get there].” The following examples illustrate variations that work.

### Mission Statement Examples

To be a catalyst for executives stepping into power.

What/How                      Who/Goal                      Why

To be a leading tax strategist, advisor, and technician giving CEOs peace of mind and saving their companies' money.

Who                      What/How                      Why

To harness risk and build value in energy.

What/How                      Why                      Who/Goal

## BRAND YOURSELF

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38.What would you like others to know about you and your work?

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39.Reflecting on your work on the preceding pages, complete the following sentence about your mission: "To ... [what you want to achieve, do or become] ... [reasons why it is important] ... by ... [specific behaviors or actions you can use to get there]."

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Now, reduce to 20 words or less:

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### STEP 4: CHOOSE YOUR VOCABULARY

The purpose of Step 4 is to help you identify a vocabulary that is authentically you and your brand. In choosing words that are uniquely you, it is helpful to examine what brands you use, identify with, and why. Do you drink Pellegrino, brush with Crest, shop at Nordstrom, get your coffee at Starbucks, or drive a Lexus?

40. List brands you use and why you use them.

Brand *Porsche, for example* Why? *fun to drive*

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Brand \_\_\_\_\_ Why? \_\_\_\_\_

Brand \_\_\_\_\_ Why? \_\_\_\_\_

Brand \_\_\_\_\_ Why? \_\_\_\_\_

Brand \_\_\_\_\_ Why? \_\_\_\_\_

41. Which brands do you admire and why?

Brand *Tide, for example* Why? *An institution; gets the job done*

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Brand \_\_\_\_\_ Why? \_\_\_\_\_

Brand \_\_\_\_\_ Why? \_\_\_\_\_

Brand \_\_\_\_\_ Why? \_\_\_\_\_

Brand \_\_\_\_\_ Why? \_\_\_\_\_

## BRAND YOURSELF

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42. What brand do you most identify with and why? In other words, if you were a brand, what would you be and why? For example, I am a Porsche because I love the power, fun, and driving agility.

I would be:

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*My brand*

Because:

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*Reason(s)*

What words do you associate with this brand?

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What is the promise of this brand?

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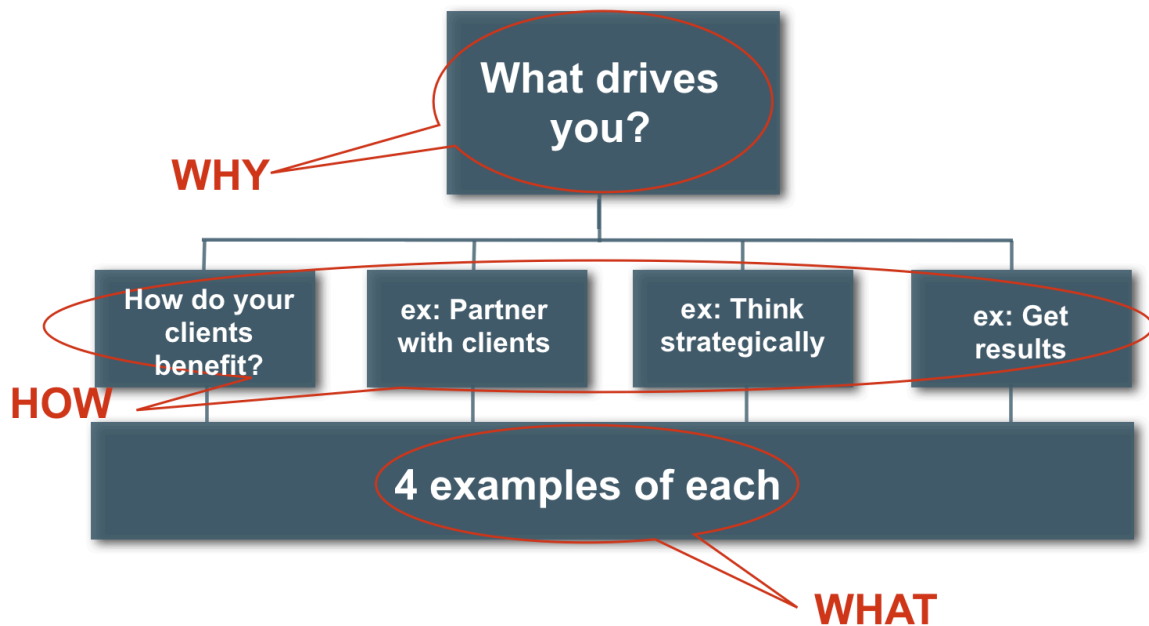
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## STEP 5: BUILD YOUR BRAND DESCRIPTION

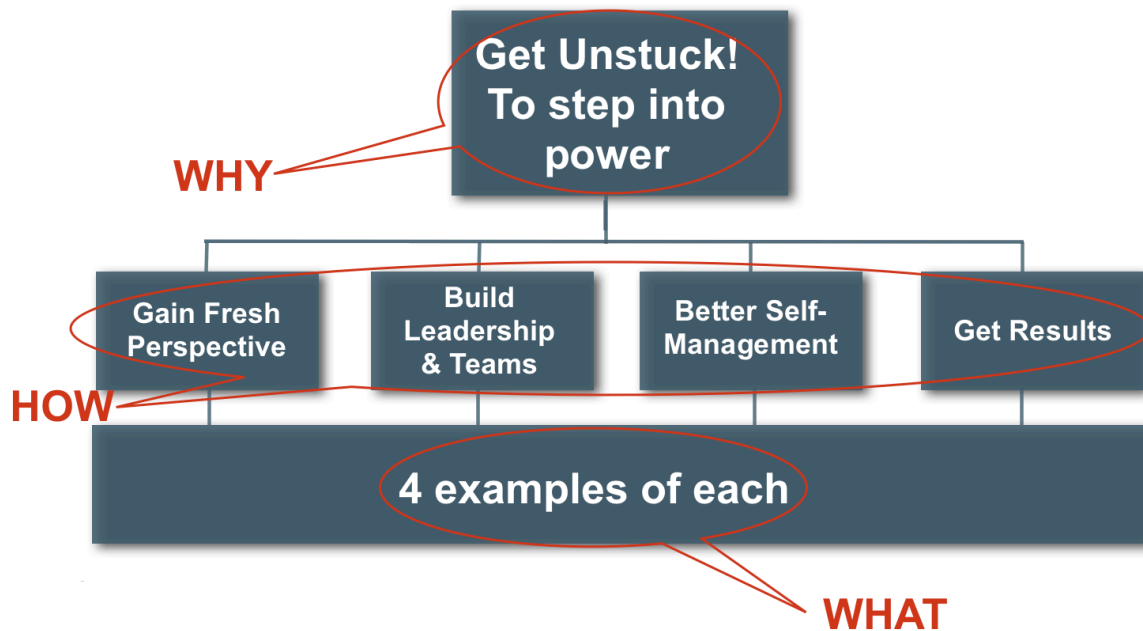
The purpose of Step 5 is to integrate the information above and flesh out the building blocks that complete your brand description. You will utilize these elements in your "elevator pitch," bio, CV, LinkedIn and Facebook profiles, blog, and anywhere else you present yourself.

### MESSAGING PYRAMID

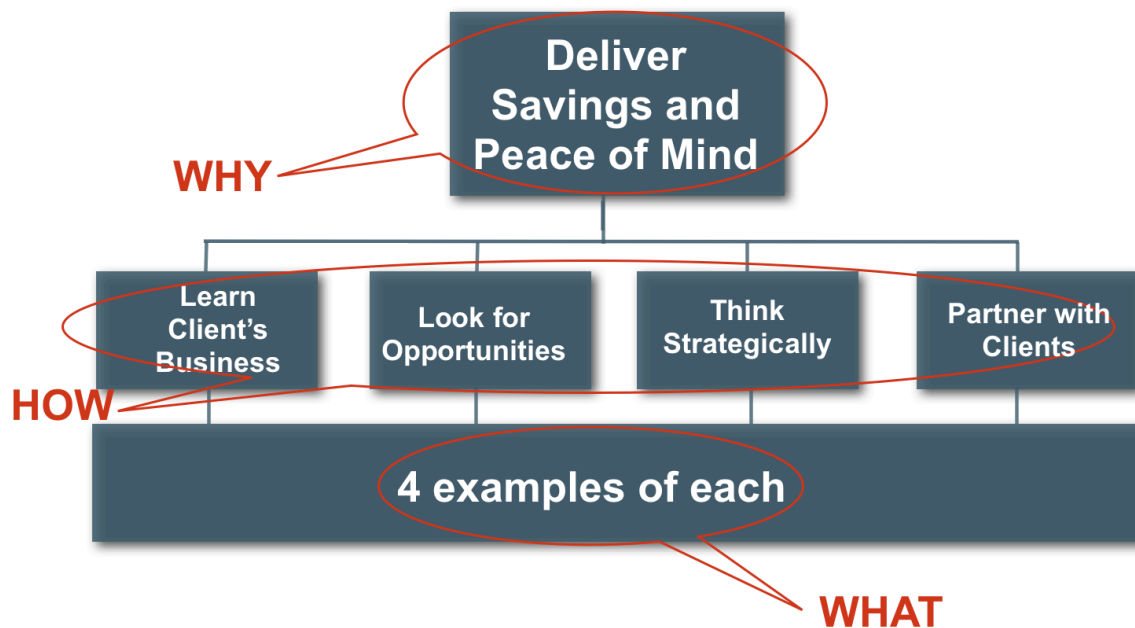


## BRAND YOURSELF

### EXAMPLE: THE ARUDIA BRAND



### EXAMPLE: THE TAX-LAWYER BRAND





## BRAND YOURSELF

45. Draw on your experience to provide evidence of each item identified in Question 39. Think of these as case studies. Prepare to communicate them in a short, compelling narrative “bites” to illustrate your points in longer conversations and pitches. There is plenty of space, just start writing and then refine your case studies.

[illegible]

[illegible]

# BUILD YOUR BRAND DESCRIPTION

The 5 Steps have taken you through a process of discerning what is unique and fabulous about you and what you offer to the world. Now it is time to distill your unique *brand* description. Utilize the messaging pyramid to build a brand description that:

- Conveys what is unique about you and what you offer.
- Simple to understand for someone that is not in your industry, like your Aunt Judy or Cousin Bill.
- Pithy, compelling, and so interesting that people will ask you more!
- Your brand description is also your 30-second elevator pitch. It starts with your mission statement and includes each of your key messages. You will include one or two examples of your work (the “bites” in Question 43), tailored to the recipient(s) of your pitch.

## Examples

**Executive coach:** I am a catalyst for executives stepping into power. I give my clients a competitive edge that gets them to their goals quicker and with ease. I help them to discover a fresh perspective through proven assessment tools such as the Myers Briggs Type Indicator ®. My work guides them to make the most of their strengths and minimize the effects of blindspots. As my clients get unstuck, they find the process exhilarating. In addition to individual coaching, my *Amp Up Performance* workshops inspire communication that gets results. For those who would like to reduce their stress, I offer strategic guidance on how to better self-manage while improving performance.

**Tax lawyer:** I am a state and local tax strategist and advisor. The law is nebulous and full of unexpected opportunity for big multi-state companies. It makes good business sense to approach this area strategically. Yet you’d be amazed at how many fortune 500 companies lose opportunities to significantly reduce their state and local tax burden. I learn my clients’ business so we see issues before the authorities do. I’ve done my job when the complex looks simple and the client saves a lot of money. Often I’m called in to address a

## BRAND YOURSELF

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problem and can quickly identify when it is a symptom of a larger issue. On the other hand, I take pride in partnering with clients and will be clear when a matter is immaterial and not worth pursuing. I deliver savings and peace of mind.

### Now You

Begin with your mission statement (from Question 39). Don't be afraid to experiment. You will likely refine your brand over the course of a few drafts:

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46. Next, HOW you fulfill your mission statement, from your Messaging Pyramid:

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## BRAND YOURSELF

47. Finally, include a few examples of WHAT you do, from the bottom tier of your Messaging Pyramid (Question 43):

[illegible]

## GENERATE CONFIDENCE

The purpose of this exercise is to give you the tools to easily generate confidence when you need it so that your brand shines through.

- Create your *Best Self*
- Know your needs and be your best
- Dress your brand

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## ABOUT YOU

48. List five words that describe you when you are at your best:

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## BRAND YOURSELF

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49. Building on the other Steps, especially Step 4, which adjectives describe the mindset necessary to be successful in tough, high-pressured situations?

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50. What do you need to remember about yourself that feels aspirational? It will be what you often forget about yourself under stress. For example, that you really are wise, expert, or unforgettable.

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51. Which of your habits and practices support your brand image, make you feel confident, and increase others' confidence in you? E.g., regular exercise, wearing a suit, quiet time in the morning.

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52. What more could you do to support your brand image, boost your confidence, and increase others' confidence in you?

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## MANAGE MINDSET: YOUR BEST SELF

- What do you need to be at your best?
  - E.g., calm, focused, or revved up
- Two words that describe you
- Two words that are a bit of a stretch
- Say to yourself before presenting, entering a meeting, and anytime you need to be “on”

**Examples:** Wise, Inspiring, Joy, High-end, In-charge, Colorful, Unforgettable, Expert, Connected, Gift, Smooth

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53. The four words that will create *Best Self* are:

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## CREATE YOUR PLAN

Now you need to operationalize your brand so that you achieve your goals. You want to be known as your brand, meaning that *everything* you do conveys a clear and consistent message about you and your work. So, as *Nike* has so skillfully branded itself: *Just Do It!*

### REFINE YOUR VISION

1. I want to be noticed by:

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2. I want to be recognized by receiving:

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3. In three years, I will have accomplished the following in my career or business:

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## BRAND YOURSELF

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4. By this time next year, I will have accomplished the following in my career or business:

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5. In the next 90 days, I will have accomplished the following in my career or business:

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## **CREATE YOUR STRATEGY**

6. I could find potential clients or referral sources

- At the following events:
  
- Reading these publications/blogs/etc:
  
- Attending these conferences:
  
- Involved in these activities:

7. I could raise my profile in my local, national, or subject-matter community by doing these three things:

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8. The types of career or business development activities that I find most appealing are:

- Making phones calls
- Attending local functions
- Participating in volunteer/community service/family activities
- Attending conferences
- Presenting
- Writing
- Visiting colleagues and current or potential clients/referral sources



## BRAND YOURSELF

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9. I am willing to invest \_\_\_\_\_ hours per week in raising my profile.

10. Of the actions identified above, I am willing to do the following or some combination of the following every week day or several times a week:

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11. Of the actions identified above, I commit to doing the following three within the next month:

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12. Of the actions identified above, I commit to doing the following three within the next three months:

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## BRAND YOURSELF

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13. Of the actions identified above, I am willing to do the following within the next six months:

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**CONGRATULATIONS!**  
**You have a brand, can generate confidence, and have a plan for creating more success!**