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| **A person smiling for the cameraDescription automatically generated with medium confidence** | **Building Your Brand and Influence Workbook**  with  Dr. Ginny A. Baro |

​ **Welcome back to your Training Resources!**

What is your personal brand today and how can you continue building your brand intentionally?

During this session, we explored your personal brand, how you can strengthen it and leverage it to reach your full potential and become the influential leader you have the potential to be.

The tools and exercises in this workbook will help you to get crystal clear on the answer to this question what you’ll need to do to continue expanding it intentionally to achieve your career goals and compelling leadership vision.

Remember to set up a structure that will support you by carving out the time on your calendar to work on these exercises. The sessions build on each other, so, if you missed a previous session, please go back to your resources page, and catch up. Set aside 15 minutes to devote to yourself and work on these exercises on specific days of the week and you’ll get it done! It will be worth it.

Your resource page, <http://www.ExecutiveBound.com/wind23>, will be available until December 2023 (wind is case sensitive—use lower case in the URL).

Be there for your peers and Networking Circle members, leaning on each other for support, especially when facing crunchy situations. As women, build your sisterhood of allies, and together we’ll go further.

We are only an email away at info@executivebound.com, Mon - Fri, 9 - 5 PM EST. I’m grateful we are on this journey together!

Live with purpose, live with joy!

***Coach Ginny***

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Building Your Brand and Influence Workbook

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**THIS WORKBOOK BELONGS TO:**

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| **Name:** |  | **Date:** |

# 1. THE CLARITY TOOL

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| *Set your phone timer to 15 minutes and answer these questions. Read your answers at the end and see if you notice a theme in your answers. Share that theme with trusted peers in your Networking Circle and keep it in mind as you continue to work through the training sessions.* |

1. What motivates me is:

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1. What I want the most from understanding my personal brand is:

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| * One * Two * Three, etc. |

1. I am willing to explore my brand because:

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| * One * Two * Three, etc. |

1. To be successful at developing my personal brand, I am committing to:

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| * One * Two * Three, etc. |

1. Currently, this is what I believe to be true about me, my brand, and my potential:

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| * One * Two * Three, etc. |

# 2. WHAT IS YOUR PERSONAL BRAND?

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| *In the simplest terms, your personal brand is what people say about you when you leave the room. Let’s explore what you believe your brand is. And let’s get clear on the areas of your brand you’ll like to keep and those you’ll like to shift. Please set aside 15 minutes and answer the following questions—you can use your phone timer. If you want, make a bulleted list to answer the questions. Reflect on what you wrote. Do you see a theme? Share the theme with a trusted member of your Networking Circle.* |

1. How would you describe your brand today? What do you “hear” people say about you? What do people come to you for help on? Who is the audience you want to influence: other thought leaders, individuals at a company, sponsors? (Be honest with yourself)

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| * One * Two * Three, etc. |

1. Are you satisfied with your personal brand now? What legacy do you want to leave behind? How would building up your brand support your compelling vision moving forward?

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| * One * Two * Three, etc. |

1. Text, email, slack, etc., trusted colleagues and friends. Ask them something like this, “Hi [name], I’m in a leadership program and need your help with this. If you had to describe me to a friend or colleague, what would you say to them about me? Thanks so much! Looking forward to your response.” You may be surprised what you learn. And if you want constructive feedback, reach out to a “very trusted” set of colleagues and ask something like, “Hi [name], I’m in a leadership program and need your help with this. Based on our work experience together, if you could pinpoint 1-3 areas that I could improve to become more effective, what would those be? I value your input tremendously and looking forward to your response. I welcome it LOL.

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| * One * Two * Three, etc. |

1. What is your story about your current situation, and what is you outlook regarding the opportunities and possibilities ahead?

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1. How empowering is this story? If it is not, what new perspective could help you in taking constructive action? E.g., how could you reframe your story to highlight your qualities as you look at the different aspects of your story?

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# 3. YOUR UNIQUE VALUE PROPOSITION

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| Your Unique Value proposition (UVP) is at the core of your personal brand. Your UVP distinguishes you from other people who presumably perform the same role as you, and it is as unique as your fingerprints. How?It is a combination of these three components:  **1. Your "Why**," What is meaningful to you; **2. Your Superpowers**--what you are great at and love; and 3**. Your marketable skills**, what you can get paid to do.  Knowing your UVP will help: 1) Boost your confidence, 2) Position yourself to add the most value, 3) Guide career and life decisions, 4) Increase your Influence and collaborate with your network and those in your sphere of influence. |

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| ***[A] Discovering Your "Why"*** |

1. Let’s play a game! Understanding your Why to anchor in your purpose is significant. Once you are clear, you will have the right fuel and motivation to pursue and accomplish goals that are meaningful in your professional and personal journey we call life. Why is this important? Because you matter. Answer each question honestly and uncensored. I’m asking you the same question 7 times, on purpose! You’ll keep going deeper and deeper. If possible, do this portion with a Networking Circle partner to make it flow.

**Why do you want to be successful in life?**

Answer here…

**Level 1:** Why is [answer to above] important to you?

**Level 2:** Why is [answer to above] important to you?

**Level 3:** Why is [answer to above] important to you?

**Level 4:** Why is [answer to above] important to you?

**Level 5:** Why is [answer to above] important to you?

**Level 6:** Why is [answer to above] important to you?

**Level 7:** Why is [answer to above] important to you?

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| ***[B] Extracting your Superpowers*** |

1. List 5 things that you do very well, you are great at these, and do them effortlessly.

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| 1. One 2. Two 3. Three, etc. |

1. As a leader, list 3 things that make you the happiest and you would never outsource.

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| 1. One 2. Two 3. Three, etc. |

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| ***[C] Pinpointing your Marketable Skills*** |

1. List 5 specific skills you’ve developed that earn you money and make you a successful leader.

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| 1. Skill 1 2. Skill 2 3. Skill 3, etc. |

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| ***YOUR UNIQUE VALUE PROPOSITION*** |

1. Like your fingerprints, no one else on this planet has the same combination of your Why, superpowers, and marketable skills—no one! And when you own it, you embody your personal brand and position yourself in the most meaningful way to add value to stakeholders in your organization.

These golden nuggets will serve as your *elevator pitch* and the go-to 30- to 60-second introduction when you are networking. Make it sound like you while sharing your freshly discovered UVP. Include what you do, your strengths in a niche, how you contribute to your role given your expertise, a recent success you delivered for your department or company, and something memorable about you as a person outside of work. Once you have it, practice it, and tweak it as your personal brand evolves. **Have fun with it!**

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|  | **Who are you?** |
|  | **What is your Why? (From your answer to Q1, level #7 above)** |
|  | **What’s your expertise & who do you help?** |
|  | **What impact do you have (a recent win)?** |
|  | **What are you about outside of work? & Closing remark.**  NOTE: Below, choose one of the options separated by “/.” |

\_\_\_ <greeting>! My name is \_\_\_, and I’m \_\_\_<title now> at <company name or dept.>. I have over \_\_\_ years of experience in the \_\_\_ industry/ies. I’m passionate about / I care about / My Why today is \_\_\_ <your Why>. My expertise is in / I specialize in \_\_\_<your top marketable skills, your superpowers, and who you do it for>. I recently \_\_\_ <impact you have/had>. In my spare time / When I’m not working, I enjoy \_\_\_\_. \_\_\_\_ <closing remark>. (It’s a pleasure to be here / to meet you / to be your guest, etc.)

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1. What themes did you discover about yourself while working on your UVP?

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**SAMPLE: MY ELEVATOR PITCH**

Notice that the portions in **BOLD** are my “trigger sentences,” to help me remember what I’m going to say next. When you practice, remember your trigger sentences.

“**Hi, my name is** Dr. Ginny Baro. I’m an international transformational speaker, leadership coach, career strategies, and #1 bestselling author. I have over 25 years of experience in the financial services and technology industries. **My Why today is** to fulfil my full potential and to help my son Kyle and clients achieve theirs. **I specialize in** developing leaders by delivering keynotes, coaching and leadership training programs for organizations, ERGs, and Fortune 500 companies. **In 2020, I created** the Fearless Leadership Mastermind program to help women grow and advance and graduated five cohorts so far! **When I’m not working** ☺, I enjoy hiking, biking, meditating, traveling, and spending time with loved ones, especially my teenage son, Kyle, and our new Shih Tzu Bruce. It’s a pleasure to be here.”

NOTES:

**JOIN OUR COMMUNITY TO GAIN VALUABLE resources, strategies, AND TOOLS to help you REACH YOUR FULL POTENTIAL at www.executivebound.com.**

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|  | **ABOUT DR. GINNY A. BARO, PhD, MBA, MS, CPC** |

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| A person smiling for the camera  Description automatically generated  A picture containing font, logo, graphics, symbol  Description automatically generated  **Logo  Description automatically generated**  **Circle  Description automatically generated** | Dr. Ginny Baro is an award-winning international transformational speaker & leadership coach, career strategist, and #1 bestselling author of [Healing Leadership](http://WWW.HEALINGLEADERSHIP.COM) and [Fearless Women at Work](http://WWW.executivebound.com/book). Named one of the Top 100 Global Thought Leaders, Ginny spent over 20 years in various leadership roles in very competitive financial services and technology work environments. She brings a unique and practical perspective to leadership development that yields results and promotes emotional well-being at work. She has successfully delivered leadership coaching, training, and keynotes for Fortune 500 partners, impacting global audiences.  To help leaders retool and develop critical leadership skills to become inclusive and extraordinary leaders, Ginny created the Fearless Leadership Mastermind™. This program helps female leaders build a growth mindset, strategies, and a roadmap to grow and advance into senior leadership roles without burning out. Please visit Fearless Leadership Mastermind™  to learn more.  Ginny earned a Ph.D. in Information Systems, an MS in Computer Science, an MBA in Management, and a BA in Computer Science and Economics. She's a Certified Professional Coach (CPC), accredited by the International Coach Federation (ICF). With her programs, Ginny and her clients impact the lives of children and families in need through Feeding American, the Unstoppable Foundation, and other charitable organizations. For more information, visit [www.ExecutiveBound.com](http://www.ExecutiveBound.com). |  |