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| **A person smiling for the camera  Description automatically generated with medium confidence** | **3 Keys to Grow Your Value and Skill for the Next Level**  with  Dr. Ginny A. Baro |

​**Dear LIDER member,**

Congratulations on your commitment to rise to your full potential at Ingredion!

These resources will support you to understand your unique value, enhancing your personal brand, to grow your support network intentionally, and create a compelling and realistic roadmap and action plan that supports your goals. As you retool, you will rebrand and develop a unique edge, with the exact steps that will help you move forward confidently.

Your roadmap will support you to execute fearlessly, act despite the fear, as you pursue the outcomes you envision. And to stay in momentum to tap into your full potential as the leader you are meant to be (in business and life).

You will have access to your private page (www.ExecutiveBound.com/lider22) until Sept. 19, 2022. Take this opportunity to build your personal brand and create a clear, compelling plan that meets your specific goals and needs with purpose.

I invite you to embrace a “culture of progress.” Seek progress, not perfection. Take the next small step, even if you don’t know 100% that you’ll succeed. Learn from each step and tweak before taking the next one. Notice any discomfort, crunchiness, or limitations—i.e., skepticism, doubt, fear. Leverage your Why and superpowers to stay focused on the right things and take uncomfortable action.

What you can control is what you believe, think, say, and how you show up. Play full out, follow-through, and execute. This Word document is YOUR workbook. Be honest and kind with yourself as you go deeper and answer these questions.

Knowledge and execution are power. Are you in? I am right here with you. We’re only an email away!

Live with purpose, live with joy!

*Coach Ginny*

*DR. GINNY A. BARO, CEO, ExecutiveBound™*

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THIS WORKBOOK BELONGS TO:

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| Name: |  | Date: |

# 1. YOUR UNIQUE VALUE PROPOSITION

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| *Your Unique Value proposition (UVP) is at the core of your personal brand. It 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 you: 1) Boost your confidence & hone-in on areas of strength and joy, 2) Position yourself to add the most value & guide career and life decisions, 3) Guide career and life decisions, 4) Influence and collaborate with your network and Centers of Influence. We’ll also help you craft your elevator pitch to use when networking.* |

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

1. Understanding your Why is one of the most important exercises to create the right fuel to reach your next level and accomplish anything in your life. These questions will help you get there.

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

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**Level 1:** Why is your answer to the previous question important to you?

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**Level 2:** Why is your answer to the previous question important to you?

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**Level 3:** Why is your answer to the previous question important to you?

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**Level 4:** Why is your answer to the previous question important to you?

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**Level 5:** Why is your answer to the previous question important to you?

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**Level 6:** Why is your answer to the previous question important to you?

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**Level 7:** Why is your answer to the previous question important to you?

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| ***[B] Extracting Your Superpowers*** |

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

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1. List 3 things that make you the happiest and you would never outsource.

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1. If you were to ask close, trusted friends, “I’m doing an exercise for work, what would you say are my superpowers?” Write down what they say. How surprised are you or not?

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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.

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| ***Your******Unique Value Proposition (UVP)*** |

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 the marketplace.

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, that you are looking for in a new role (if applicable), and a recent success you delivered for your department or company.

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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**

*Hi, my name is Dr. Ginny Baro. I’m an international transformational speaker, leadership coach, career strategist, and #1 bestselling author. I worked in financial services and technology for over 25 years. Today, I partner with organizations and Fortune 500s to develop inclusive and impactful leaders, especially women. I have delivered leadership training, coaching programs, and keynotes, impacting global audiences. As of October, 2021, I’m a Leadership Coach for the McKinsey&Company Hispanic/Latino Executive Leadership Program.*

*When I’m not working, which is most of the time 😊I enjoy traveling, hiking, biking. meditating, training at the gym, and spending time with friends and family, including my son Kyle who’s 15.*

NOTES:

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# 2. DEVELOP A CENTERS OF INFLUENCE NETWORK

CONNECTING WITH THEM

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| *The relationships you nurture in your network support your in promoting your Unique Value Proposition, enhance your influence, impact, and well-being while contributing to your professional growth (e.g., new roles, mentors, sponsors). It increases your sense of connection and belonging—a human need. Use this tool to identify your “Centers of Influence” in your professional world. You will be creating action steps to engage with them intentionally.* |

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| **PEERS AT YOUR LEVEL** | **MANAGERS & OTHER SR. LEADERS** | **DIRECT REPORTS / YOUR TEAM** | **MENTORS, SPONSORS, OTHER STAKEHOLDERS** |
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| When you're looking to build relationships and strengthen your network of allies, it is best to use your natural traits to engage people, seize opportunities, and cultivate growth. Online tools that help you explore your personality, behavioral traits, and preferences can provide a reference point to pinpoint those traits. Use these assessments as another form of feedback rather than as deterministic and prescriptive definitions of who you are. These resources are available from your Resources page: www.executivebound.com/lider22.   * **16personalities.com:** Helps you uncover your MBTI (Myers Briggs Type Indicator) personality type and associated traits. Mine is ENFJ. * **Tonyrobbins.com/disc:** Provides a DISC personality index assessment to identify your positive traits and behaviors that can hold you back. |

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| ***Sample invitation to Cyber-Coffee/Tea****: Use this sample script for ideas in creating a brief and effective way to invite members of your Centers of Influence network to connect with you periodically. For this to work, be proactive, flexible, and consistent. Schedule it in your calendar to reach out and set up cyber-coffees or teas, or live check-ins with them, if possible, every 2 or 3 months, for example.* |

1. *At first, when you don’t know the person very well.*

Hi, Ginny

I work in the Compliance group with Maria Allen. (mention something that identifies you with them)

I’d like to learn more about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (the initiative Ginny is running).

Would you be open to connecting over a 15-minute cyber coffee or tea?

If you’re agreeable to meeting, I’m available Wednesday and Friday next week after 2 PM EST. Or please let me know when you are free to connect.

Looking forward to your response.

Best,

Your signature

1. *After you’ve build rapport!*

Hi, Ginny

It’s been a while since we connected. I hope everything is going well. (mention something that you remember from your last get-together)

Would you be open to a quick bite or a 15-minute cyber coffee/tea?

I’m available Wednesday and Friday next week after 2 PM EST. Or please let me know when you are free to connect.

Looking forward to your response.

Best,

Your signature

# 3. BUILD A COMPELLING ROADMAP FORWARD & ACTION PLAN

12-MONTH OUTLOOK

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| *Bring it all together into your roadmap with a 12-month outlook. This exercise will support you in creating a realistic action plan to stay focused, motivated, and inspired by your vision. Go for it! Focus on the outcomes and goals with the most significance and positive impact for you across your Wheel of Life (i.e., career, finances, family & friends, romantic relationships, fun & recreation, health/wellness, personal growth/spirituality, physical environment, community). Be realistic about the timeframes to stay on track. Select completion dates, considering existing commitments, projects, and deliverables. Without this level of attention, intention, and dedication, your vision will stay “a dream.” You’ve come too far to give up now. Let’s do this! You are worth it, and your potential is at stake.* |

1. *From where you are today, imagine…You and I are meeting 12 months from now, and you’ve had a wildly successful year, the best of your career so far, what happened?*

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1. *Based on your 12-month vision in #1 above, use the following template to outline the goals/outcomes to attain your vision. Then outline why each of those outcomes are meaningful to you. How will you feel when you achieve it, or if you don’t? List the “actions” you are committing to taking, a realistic timeframe to accomplish them, and the resources—people, places, and organizations—that can help to accelerate your results (e.g., a coach, mentor, sponsor, group, experts, etc.)*

| DESIRED RESULT / OUTCOME / GOAL  From your compelling vision | PURPOSE, WHY IS THIS IMPORTANT? HOW WILL I FEEL? | ACTIONS & ACTIVITIES TO PURSUE IT | COMPLETION TIMEFRAME | RESOURCES TO LEAN ON |
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|  | **ABOUT DR. GINNY A. BARO, CEO, PhD, MBA, MS, CPC** |

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| A person smiling for the camera  Description automatically generated    **Icon  Description automatically generated** | Dr. Ginny Baro immigrated to the U.S. at age 14 with nothing more than a dream. Today, she is an award-winning international transformational speaker & leadership coach, career strategist, and #1 bestselling author of [Healing Leadership and Fearless Women at Work](http://www.executivebound.com/book). Named one of the Top 100 Global Thought Leaders, Dr. Baro has successfully delivered leadership training and coaching programs for Fortune 500 companies and keynotes impacting global audiences. She 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 is a Certified Professional Coach (CPC) accredited by the International Coach Federation and is fluent in Spanish.  Dr. Baro created the [Fearless Leadership](https://executivebound.mykajabi.com/flmm-overview-orgs) [Mastermind™](https://executivebound.mykajabi.com/flmm-overview-orgs) program IN 2020, establishing a proven gold standard, “ready to go,” leadership development solution for female leaders. The program has successfully helped *female leaders* in STEM fields, financial services, and Fortune 500 companies gain critical leadership skills to lead, engage, influence their teams, and ascend in their roles. How? This holistic program drives positive behavioral change in only six months and features a high ROI and a scalable investment. By design, it is strategically designed for talented, high-performing, busy female leaders. It combines executive coaching, masterminds with peers, mobile-friendly leadership training modules, personalized tools and assessments, accountability, an empowering peer community, and ongoing support for an additional six months. *The next cohort starts September 2022*. To connect and learn more, please visit [www.executivebound.com](http://www.executivebound.como) or [www.flmprogram.com](https://executivebound.mykajabi.com/flmm-overview-orgs). |  |