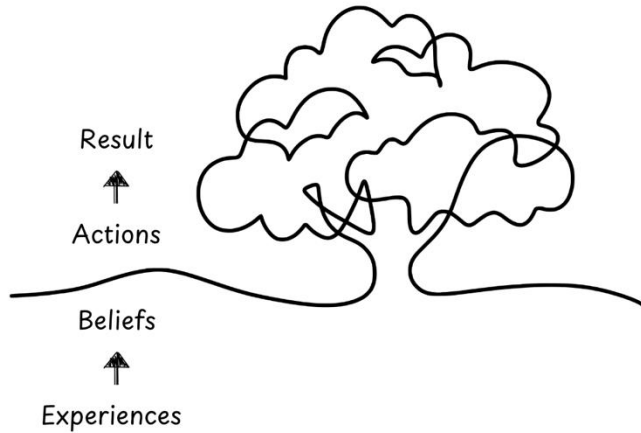




Professional Brand

*How Your Presence Speaks When You're
NOT in the Room*

July 2, 2026



WIN – What I Noticed

- The beliefs exercise
- DiSC reactions and what others said
- What life has offered

Blueprint

Session 1:	Session 2:	Session 3:	Session 4:	Session 5:	Session 6:	Session 7:	Session 8:
Set the Direction	Adapt to Connect	Define Your Signature	The Inner Game	Build Relationships & Influence	Build Your Professional Playbook	Build Your Peak Performance Playbook	Next Level
Gain clarity on the cohort, expectations, where we are going, and how you want to grow.	Increase your influence by understanding yourself and the language of others.	Craft a personal brand that reflects your strengths and aspirations.	Master self-awareness, self-management, and emotional agility.	Build trust, influence, and collaboration.	Develop communication habits that drive credibility and success.	Create strategies for resilience, energy, and sustainable growth.	Reflect, refocus, and prepare for what's next.
Triad Call with Coach and Leader	1:1 Coaching Call (DiSC Debrief)			1:1 Coaching Call			

6/4, Thursday, 9:30-11am CST
 6/25, Thursday, 9:30-11am CST
 7/2, Thursday, 9:30-11am CST
 7/16, Thursday, 9:30-11am CST
 8/6, Thursday, 9:30-11am CST
 8/20, Thursday, 9:30-11am CST
 9/03, Thursday, 9:30-11am CST
 9/17, Thursday, 9:30-11am CST

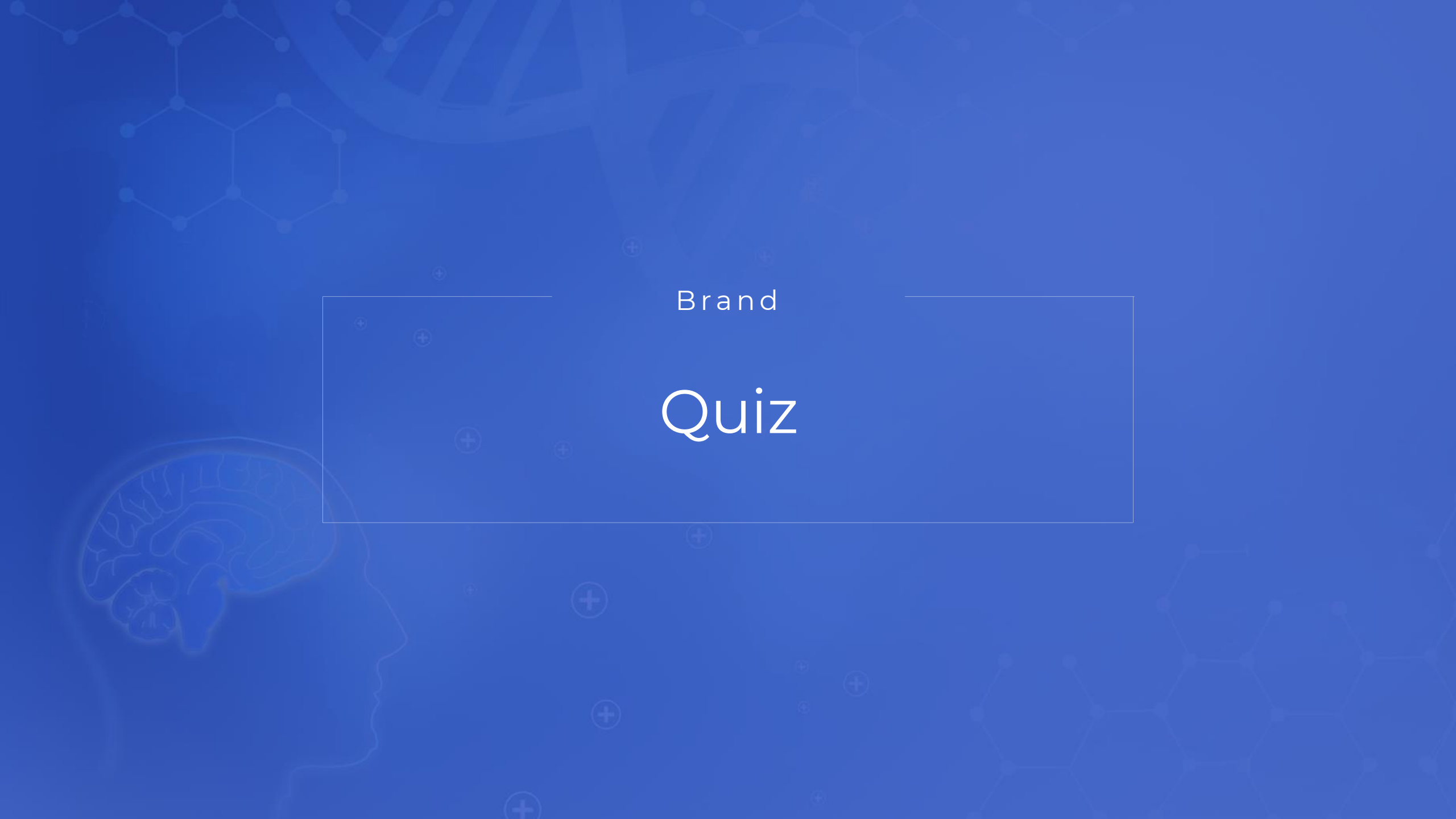
Rules of Engagement: How can we make this most valuable for you?

- Be present
 - Be your own advocate
 - Understanding me
 - Open communication
 - Invest and be all in
 - Know your 'wild thing' and limiting beliefs
- Be honest, blunt, and direct – get to the point
 - The Do plan – clear takeaways, fieldwork, resources, application
 - Be curious and willing to dig deeper
 - Reach out!!! Suffering is optional.

Today's Menu

Define Your Signature

- Brand and why it Matters
- 6 Considerations in Defining your Brand
- Getting Feedback on your Brand
- Next steps

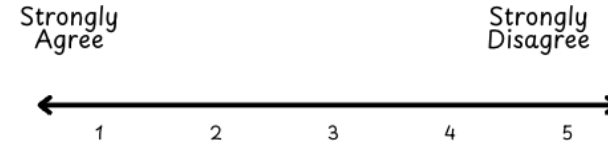


Brand

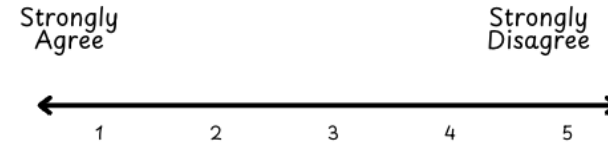
Quiz

To what extent do you agree/disagree with the following?

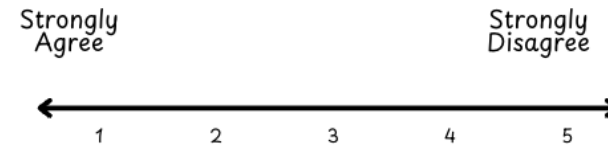
“I bring unique skills and strengths that are clearly recognized by others.”



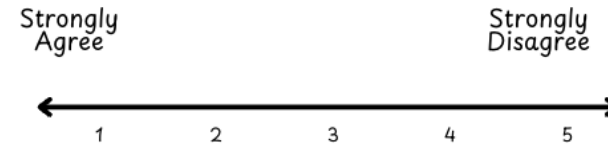
“My decisions and behavior consistently reflect my values and the values of my organization.”



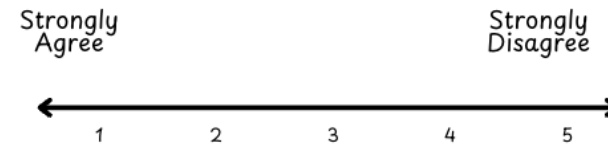
“I create positive emotional connections with others. People are drawn to my energy, attitude, and presence.”



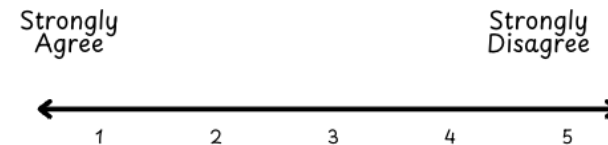
“I am known for delivering results and following through on my commitments.”



“I align with people who are seeking solutions, not seeking drama and complaining.”



“If people described me when I wasn’t in the room, I’d be proud of what they’d say.”





Brand

1. What is professional brand and why does it matter?

Your professional brand is what people say about you behind your back...and post about you in a group chat.



The individual and collective perception you project into the minds of others through how you “show up” to the world.



It's who you are...

when you're not in the
room.



Professional Brand is...

- The combination of experiences we give others
- The intentional way in which we live out our values
- The impression others take away from watching us



The real questions are...

- How well is your brand serving you?
- Is your brand **HELPING** or **HINDERING** you?

Brand

2. What are six considerations most influential in defining professional brand?

Think of your

AVATAR



AVATAR

Abilities

“I bring unique skills and strengths that are clearly recognized by others.”

- What are your strengths?
- What are your weaknesses?
- What are you the “go to” person for?
- When are you NOT the “go to” person?
- When people ask for your help, what are they asking?

AVATAR

Values

“My decisions and behavior consistently reflect my values and the values of my organization.”

Do you live out your personal values?

whether in words, actions, emails, or social media posts?

when life is easy and when life gets hard?

Integrity isn't situational!



AVATAR

Appeal

“I create positive emotional connections with others. People are drawn to my energy, attitude, and presence.”



THE EMOTIONAL GUIDANCE SCALE

UPWARD SPIRAL HPF

1. Joy / Knowledge
Empowerment
Freedom / Love
Appreciation

2. Passion

3. Enthusiasm

4. Positive Expectation
Belief

5. Optimism

6. Hopefulness

7. Contentment

DOWNWARD SPIRAL

8. Boredom

9. Pessimism

10. Frustration /
Irritation / Impatience

11. "Overwhelm"

12. Disappointment

13. Doubt

14. Worry

15. Blame

16. Discouragement

17. Anger

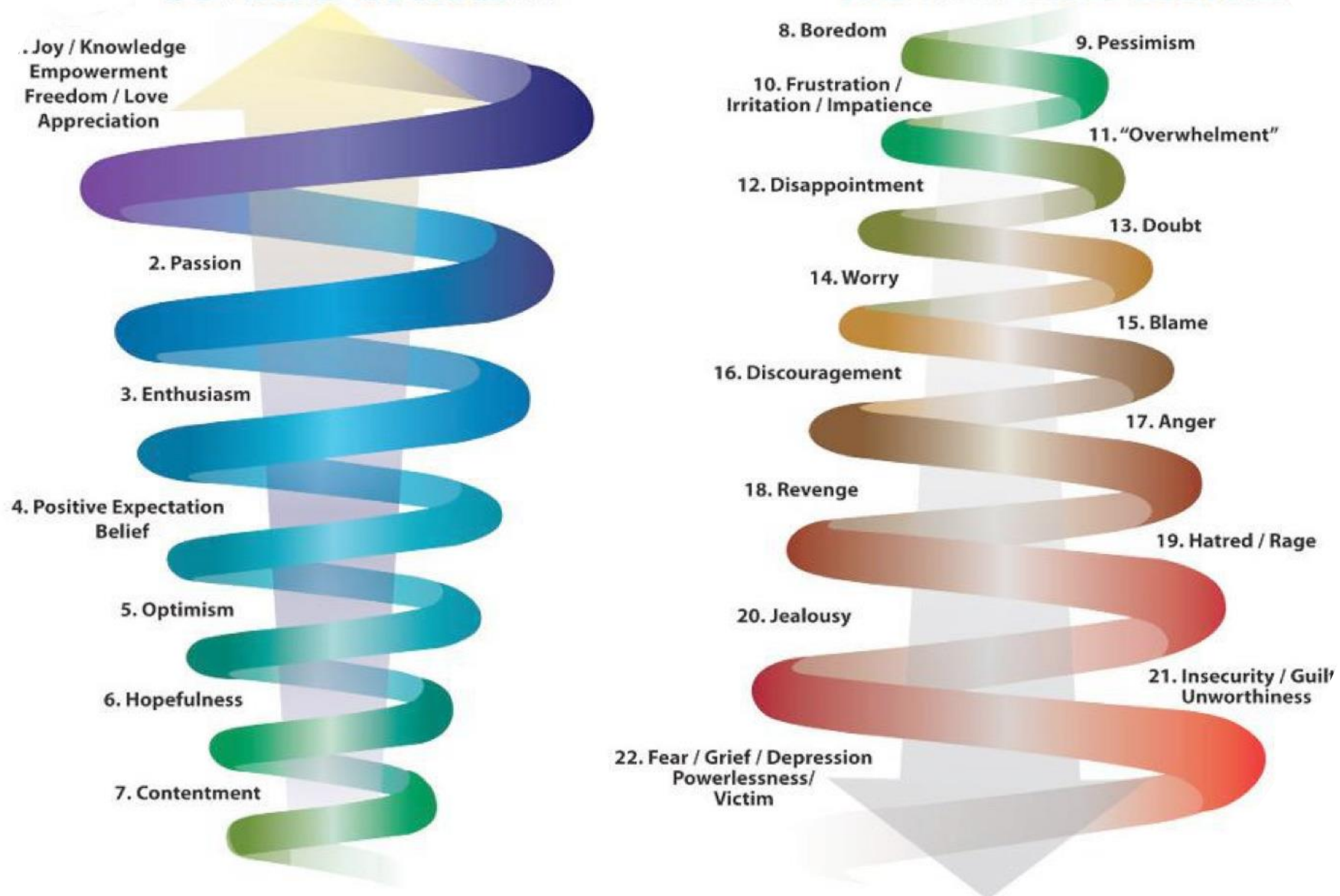
18. Revenge

19. Hatred / Rage

20. Jealousy

21. Insecurity / Guilt/
Unworthiness

22. Fear / Grief / Depression
Powerlessness/
Victim



People tend to remember the emotional energy you consistently bring into interactions.

Someone operating mostly in these states: ...is often perceived as:

- | | |
|----------------|---------------------|
| • Optimism | ✓ Positive |
| • Hopefulness | ✓ Reliable |
| • Enthusiasm | ✓ Collaborative |
| • Appreciation | ✓ Influential |
| • Empowerment | ✓ Good to work with |

Someone operating mostly in these states: ...may be perceived as:

- | | |
|------------------|----------------------------|
| ▪ Frustration | × Negative |
| ▪ Doubt | × Difficult |
| ▪ Blame | × Resistant to change |
| ▪ Discouragement | × Draining |
| ▪ Anger | × Less leadership-oriented |

AVATAR

Track Record

“I am known for delivering results and following through on my commitments.”

If we asked others, “what’s it like working with ____?”

What would people say?

What do you want them to say?

What meme, GIF or emoji would your colleagues most often use for you?

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Alignment

“I align with people who are seeking solutions, not people who are complaining and seeking drama.”



AVATAR

Reputation

“If people described me when I wasn’t in the room, I’d be proud of what they’d say.”

*reputare = re- (again) + putare
(to think, reckon, consider)*

“To think again about someone”

What have past experiences with you been like?

Where do you need to create new experiences so people can **“think again”** about you?



Brand

3. What are actions you can take to get feedback on your brand?



Study them

Who is someone in your life who models the kind of brand you aspire to?



3 Words

What are 3 words you would like others to use when they describe you?

Use those words to guide how you show up and respond.

Ask them

How do you see me
limiting myself?

What words do people
use to describe me?

What are my strengths?
(even better if...?)



1. Define your ideal brand
2. Know your current brand
3. Close the gap – one interaction at a time
4. Manage your brand consistently

Field Work

1. Bring your 3 words with you to 7/16 class
2. Share an example where you used them to guide an interaction at work.

