
CRACK THE CODE

4 STEPS
TO UNLOCK YOUR

Authentic
PERSONAL BRAND



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This journal represents a summary of key ideas. Additional concepts may be presented during actual programs.

CRACK THE CODE:
4 STEPS TO UNLOCK YOUR AUTHENTIC PERSONAL BRAND™.

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Please send requests and inquiries to:
info@tao-leadership.com

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PERSONAL BRANDING

A term fraught with misconceptions. It conjures up images of slickly-packaged, scandal-tainted celebrities who don a carefully curated image, designed to manipulate us into buying lots and lots of things.

That's not what I am talking about here. I am referring to your Authentic Personal Brand ("APB"), which is deeply rooted in your core values and unique qualities.

When you look at leaders with powerful personal brands--like Steve Jobs or even Mother Theresa—you see individuals who, by design or serendipity, landed in the "sweet spot" of their unique qualities and their chosen work. When that alignment happens, it ignites your life. Your success becomes **UNSTOPPABLE** (although not necessarily easy). You become a force for good—adding value to your organization, your community, and ultimately to the world.

One thing you should know: you already have an Authentic Personal Brand! What are you doing with it? How are you utilizing it? It's just waiting for you to leverage its super powers to do good and meaningful work in your world.

This Journal will show you how to crack the code to your APB. By uncovering your unique combination of strengths, vision, passions, core values, creative abilities, and imperfections, you can unlock the incredible power of your **Authentic Personal Brand**.

I invite you to grab a cup of joe, find a seat, take a deep breath, and dive into the inspiring, practical concepts and action steps found in this Journal.

YOUR AUTHENTIC PERSONAL BRAND IS YOUR MOST VALUABLE LEADERSHIP ASSET AND THE SOURCE OF YOUR LEADERSHIP INFLUENCE.

IT IS:

Your unique promise of value.



Your unique combination of strengths, vision, core values, passions, creative abilities, and imperfections.



The foundation of your leadership presence and communication skills.



What inspires the loyalty and trust of your peers, team, senior leaders, and stakeholders.



USE THIS 4-STEP PROCESS TO
CRACK THE CODE TO YOUR APB

STEP 1 • EXCAVATE



The struggle to excavate your true, authentic self from beneath the mountain of conditioning and ridiculous expectation is the epic struggle of your lifetime.

– Bryant McGill

After years of coaching and conditioning to conform to the norm in their organizations, many executives and leaders often struggle to discover or maintain their own authenticity. The Excavation process will help you drill down and unearth your unique qualities from the mountain of conditioning and expectations so that you can discover your own Authentic Personal Brand.

To help you do this, we use a 360 Assessment tool to gather comprehensive data and assess your unique qualities. A 360 Assessment is a great way to get objective and confidential feedback from a variety of sources who know you well.

STEP 1 • EXCAVATE

STEP 1 • EXCAVATE

ACTION STEP:

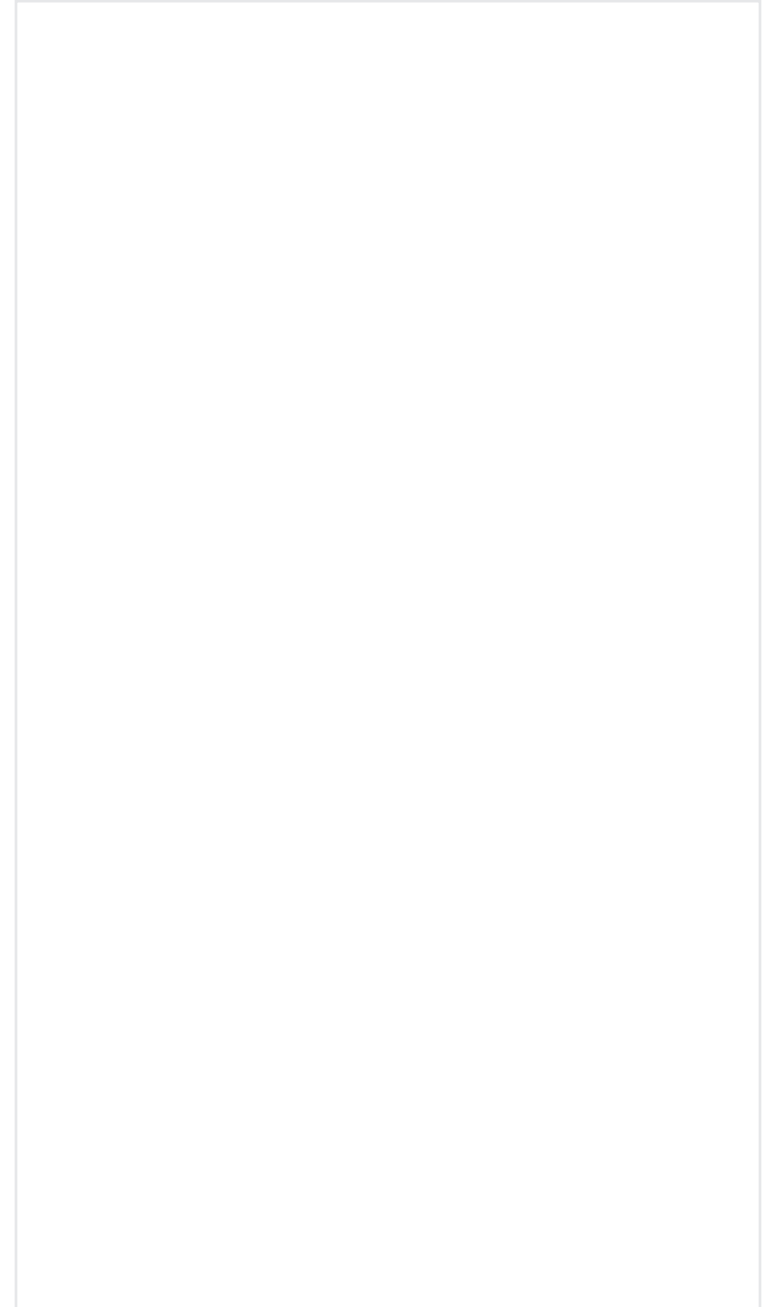
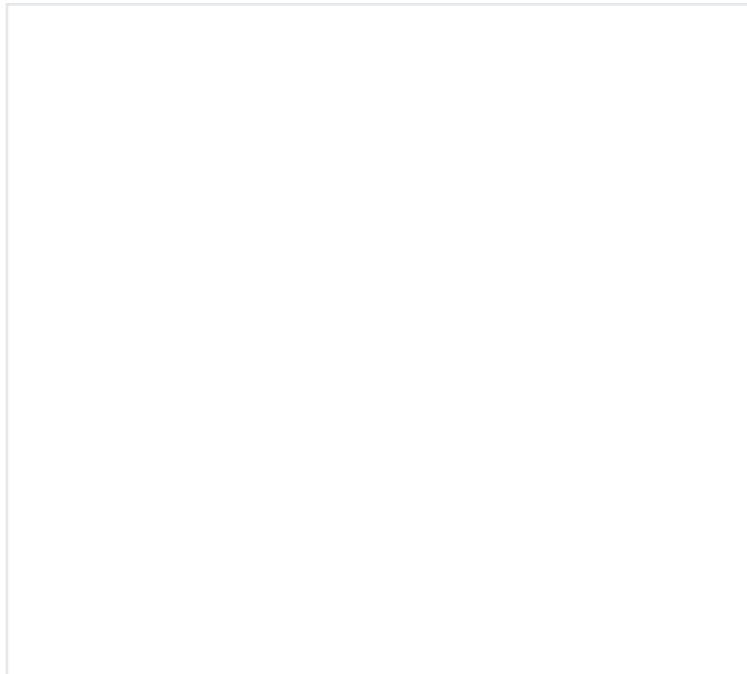
Create your own 360 Assessment, using a tool like Google Survey or Survey Monkey. Email it to colleagues, mentors, former bosses, friends, and family.

Ask 3-5 basic questions, such as:

“What are my biggest strengths?”

“When you think of me, what top 3 qualities come to mind?”

“In what areas do I need improvement?”



USE THIS 4-STEP PROCESS TO
CRACK THE CODE TO YOUR APB

STEP 2 • CLARIFY



*A lack of clarity could put the brakes on
any journey to success.*

– Steve Maraboli

Identifying, understanding, and embracing your unique qualities requires you to know what differentiates you from others. What makes you unique? Oftentimes, these are the very things you were criticized, ridiculed, or even ostracized for during your childhood. In the *Clarify* process, we hone in on, and explore, your distinctive skills, strengths, vision, core values, passions, creative abilities, and imperfections to determine how they weave together to make up your APB.

STEP 2 • CLARIFY

ACTION STEP:

Take a look at the data you gathered in the 360 Assessment in Step 1 (*Excavate*). Begin to make sense of the data by looking for recurring themes in the feedback you receive. What are your Strengths? Weaknesses? Challenges?

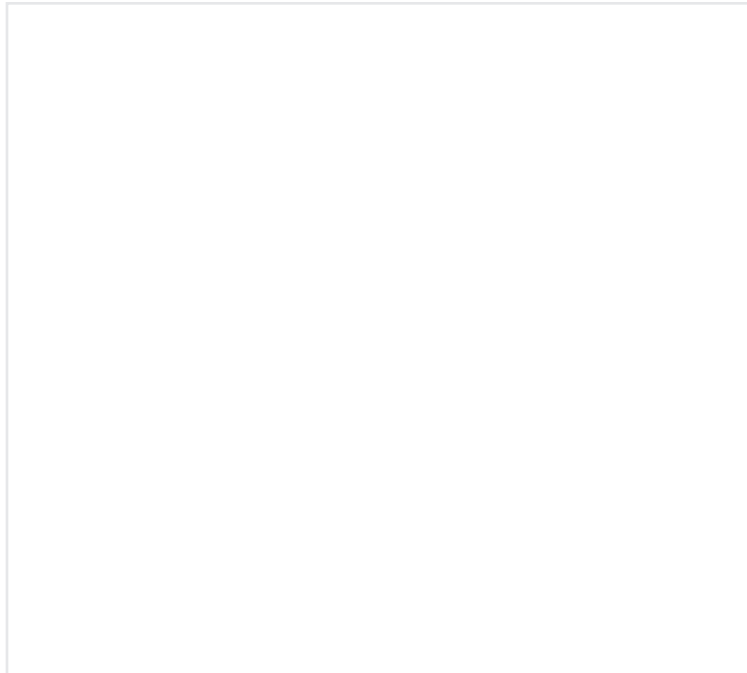
During this process, explore the following questions:

“What am I noticing that is really unique about me?”

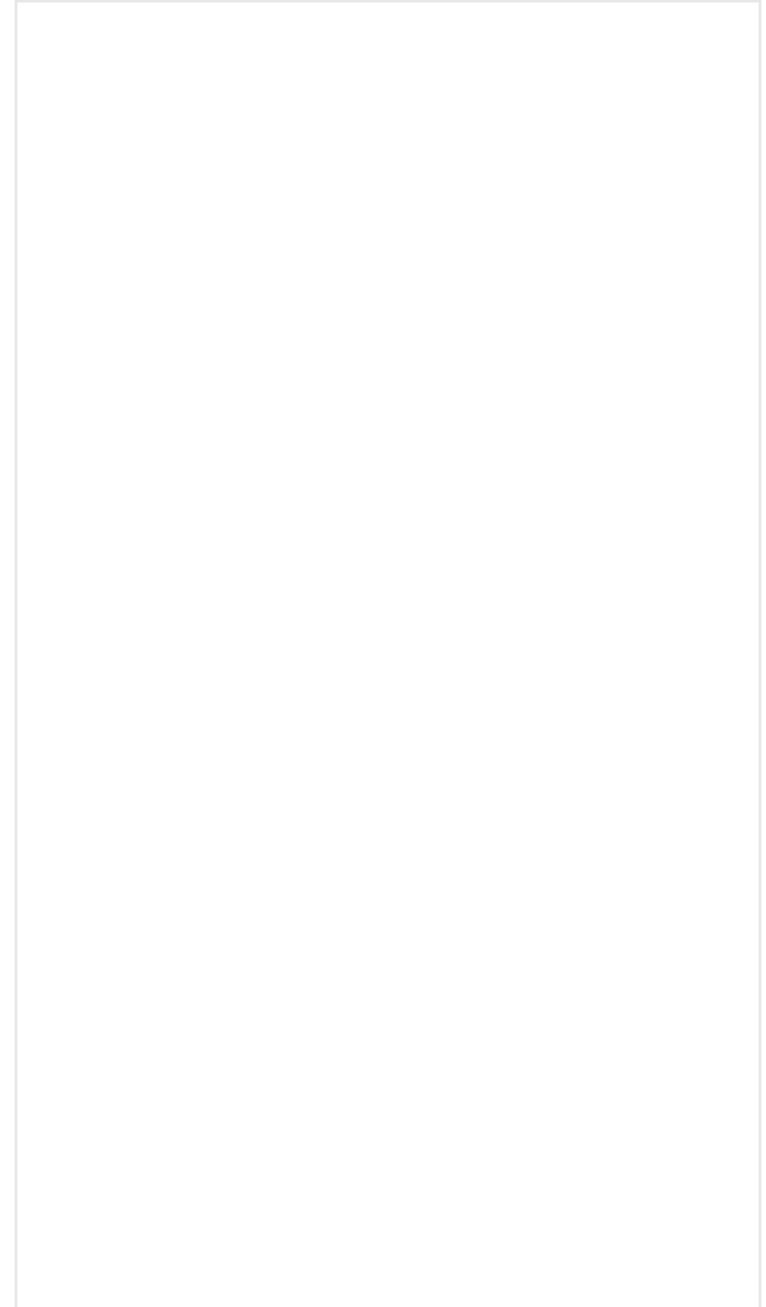
“What differentiates me from others?”

“What qualities do I want to amplify?”

“What qualities do I need to minimize?”



STEP 2 • CLARIFY



USE THIS 4-STEP PROCESS TO
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STEP 3 • ELEVATE



*You can have brilliant ideas,
but if you can't get them across,
your ideas won't get you anywhere.*

– Lee Iacocca

Now that you have discovered your differentiators—those things that make you unique—you have unearthed your APB. Your leadership presence, image, and environment are some of the avenues by which your APB becomes visible to the world. Therefore, the next step in the process is to guide the perception that others have of your APB.

Step 3 (*Elevate*) is designed to uplevel your communication skills and leadership presence (and sometimes tweak your image and environment) to increase your visibility, and influence, in your organization and/or with your target audience. This will help you get your big ideas across in ways that:

- **Engage your followership**
- **Project confidence and credibility**
- **Inspire loyalty and trust**
- **Attract the support and buy-in of stakeholders**
- **Motivate others to take action**

ACTION STEP:

How do you respond when someone asks you, “*What do you do?*”
Are you ready with a complete, coherent, succinct response?

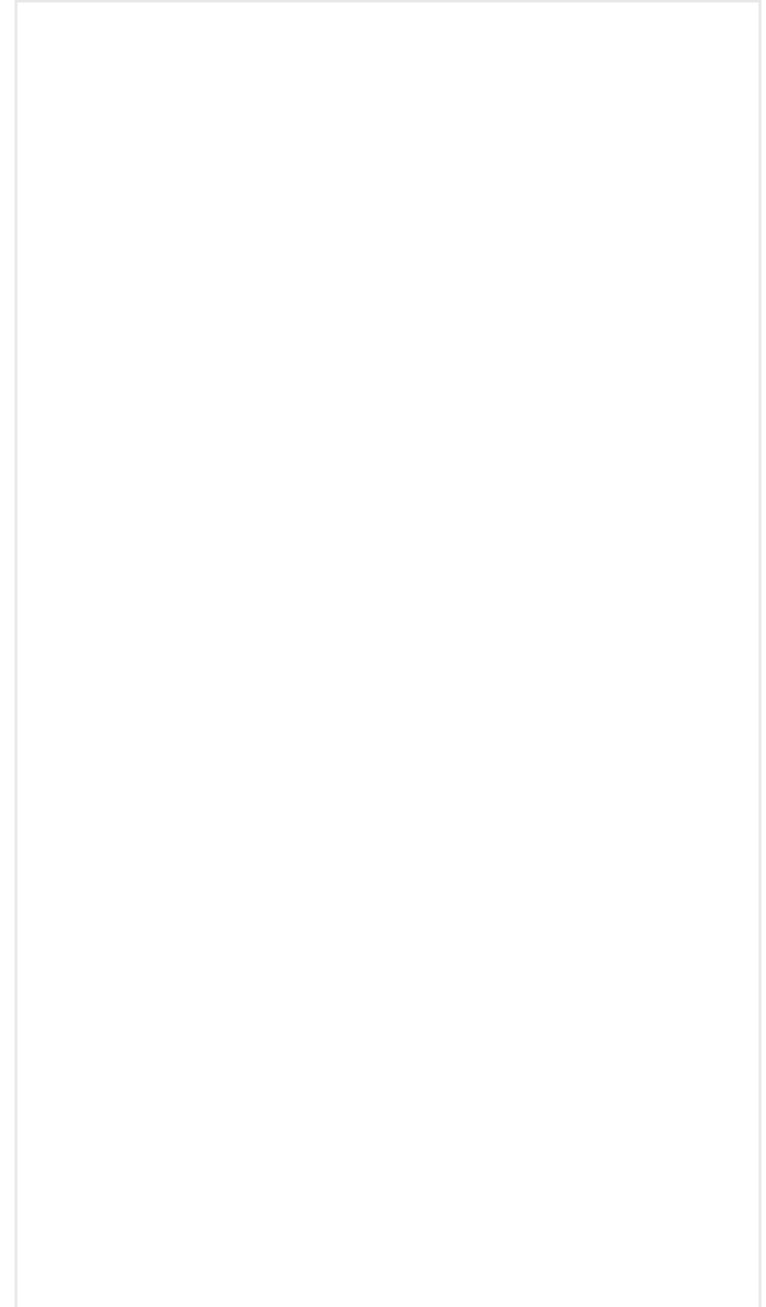
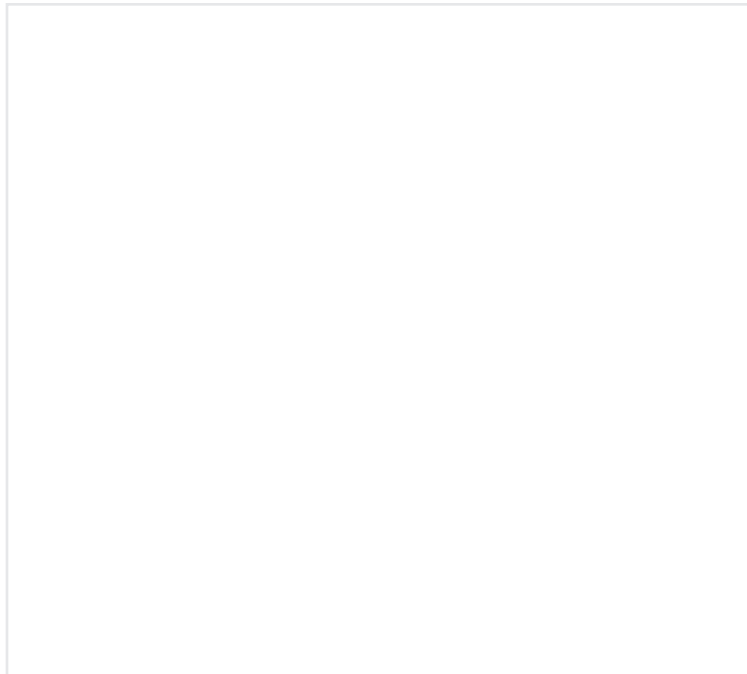
Create a brief, conversational statement (“Elevator Pitch”) that highlights:

Who you serve (Your Ideal Client)

What problems you solve (Your Ideal Client’s Problem[s])

How you solve them (Your Methodology/Differentiator)

Practice your Elevator Pitch at home among family and friends until it becomes second nature to you. The next time someone asks you, “*What do you do?*” you are ready with a great response!



USE THIS 4-STEP PROCESS TO
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STEP 4 • LEVERAGE



*When we leverage, we aggregate and organize
existing resources to achieve success.*

– Richie Norton

Step 4 (*Leverage*) focuses on how you can launch your brand message out to your target audience, either inside or outside your organization. Your target audience could include your team, senior leaders, stakeholders, clients—or an even broader audience. The question for you is, “What is the most effective platform for me to get my brand message in front of my target audience?”

Do you want to launch a series of town hall meetings or brown bag lunches on certain topics? Write an internal blog or newsletter? Be a speaker? Write a book? Use business-focused social media, such as LinkedIn, as a platform for sharing your ideas?

ACTION STEP:

Select 1 to 3 “platforms” you would like to use to get your brand message out to your target audience, or into the world at-large. Starting with that goal in mind, work backward to develop the steps you will need to take to get there.

Example #1: Launch a series of town hall meetings to introduce and get buy-in on your latest project. Your target audience, in this case, could be stakeholders across the enterprise.

Action Steps:

- 1. Decide on the number, duration, and locations of town halls*
- 2. Brainstorm the key topics you want to cover in the town halls*
- 3. Select key members of your team to co-present, if appropriate*
- 4. Research and use contemporary presentation styles (think TED Talk)*
- 5. Hire a Coach to help you strategize, craft, and practice your presentations*

Example #2: Launch yourself as a keynote speaker to establish yourself as a thought leader, and get your ideas in front of your target audience/ideal clients.

- 1. Brainstorm keynote topics*
- 2. Look into a public speaking course (if necessary)*
- 3. Get a Coach to help you prep, craft, and deliver a contemporary talk (think, TED Talk)*
- 4. Get new headshots and refresh your Bio/Resume*
- 5. Research the best way to get speaking gigs*

In other words, create a step-by-step list that charts your course and then... **Take Action!**

STEP 4 • LEVERAGE

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RASHERYL McCREARY

CEO
EXECUTIVE COACH

TAO LEADERSHIP
DEVELOPMENT



Rasheryl is a certified Leadership Coach (Georgetown University) and the CEO of TAO Leadership Development, Inc., an Executive Coaching and Training Firm specializing in Personal Branding, Leadership Presence, and Communication (virtual and in-person).

Over 1,000 leaders, on three continents, have trusted Rasheryl to coach/train them in developing their Leadership Presence and Personal Brands in order to drive extraordinary personal and business success. She has been honored to coach leaders in the following organizations: American Express, Cisco, Ferrero USA, General Electric, HBO, PayPal, Booz Allen Hamilton, The Central Intelligence Agency, and Harvard Business School (see List below).



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