RevealingGenius ™

Start your journey to make your professional brand come alive.

COMPENDIUM FOR:

_____

START DATE: _____

END DATE: _____

> Be yourself; no base imitator of another, but your best self...listen to the inward voice and bravely obey that. Do the things at which you are great, not what you were never made for.
>
> RALPH WALDO EMERSON

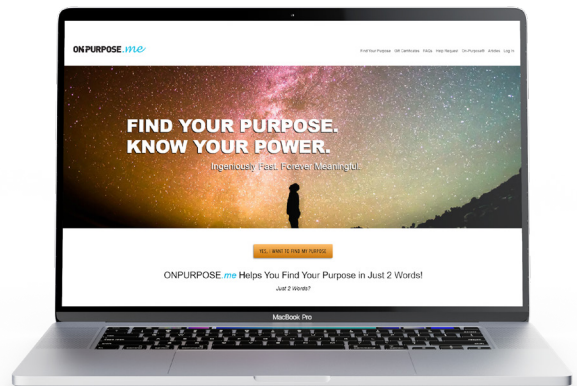# The E.T.A. Process: Excavate-Tell-Affirm

EXCAVATE

GOALS & OBJECTIVES

1. _____
2. _____
3. _____

WHY I'M ENGAGING IN THIS WORK

MY PURPOSE STATEMENT (WHAT I STAND FOR IN 2-3 WORDS)

_____

WHAT IT MEANS TO ME

TRY THIS TOOL: WWW.ONPURPOSE.ME

EXCAVATE

MY BRAND STORY: 10 QUESTION SUMMARY

1. in your own words, about you. What's your story?

2. Tell me about your current state & future state. Where are you now and what are your striving for?

3. If you had 1 minute to offer 3-5 bullet points that summarize your core strengths, what would you say?

4. What are 1-3 of your proudest accomplishments and why?

5. What's the big relevant change in the world that you are passionate about?
   (for example, Arianna Huffington is addressing a lack of sleep endemic to our society)

6. What's your favorite quote and/or a mantra that you live by?

7. What are three of your core values?

8. If you could do just one TED Talk, what would your topic be?

9. Who are your heroes (e.g. could be living, deceased, cartoon character) and why?

10. What's your extraordinary why?

THEMES & PATTERNS

TELL - MY BRAND FRAMEWORK

OVERARCHING BRAND STATEMENT

The 1 thing you want your Audience to know (first|best|only). I exist to serve by _____.

VALUE SUMMARY PARAGRAPH

Akin to the description found on the inside cover of a book jacket. One paragraph + bullet points of your signature stories/accomplishments. These accomplishments define you.

THREE KEY MESSAGES

Strategies, values, initiatives that support your brand promise. What do you deliver that stands out? Thought Starters: HEADLINE 1 (based on your brand "genius"). HEADLINE 2 (highlighting talents/skill sets based on what others have observed/what they come to you for continuously and what you would ideally like to spend your time on all day if you could). HEADLINE 3 (based on recurring patterns of excellence – what have you done).

1. _____
2. _____
3. _____

SUPPORTING POINTS

Facts, stats, anecdotes, illustration, evidence of success. (3-5 bullet points, with quantifiable evidence, if possible, that support you got it done). Remember, "words matter."

BIG RELEVANT CHANGE IN THE WORLD

A mission, cause, crusade, market force, personal interest that's meaningful to you.
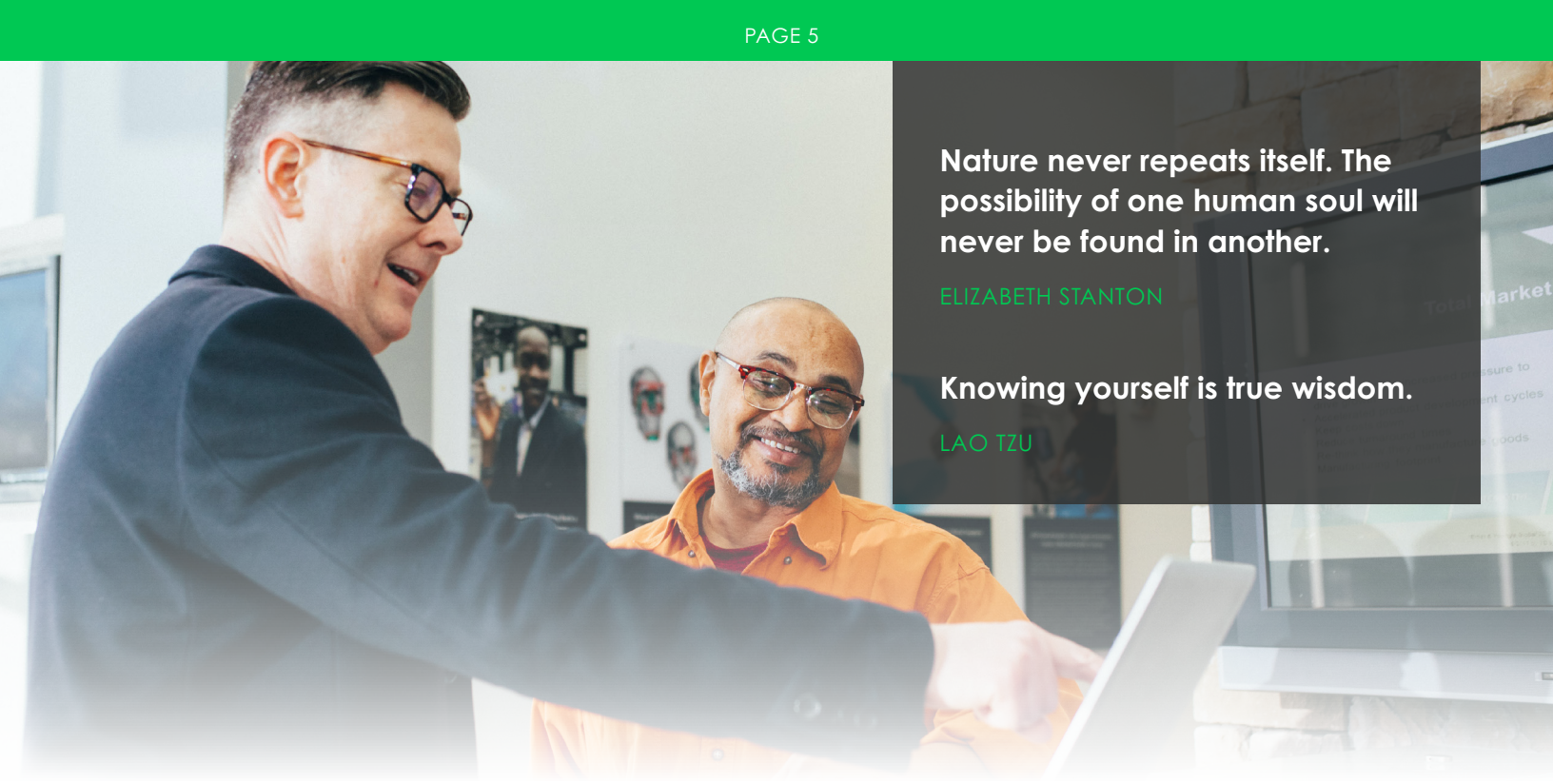
SOLUTIONS

Products & services, unique signature programs, if applicable. If you received an award, why? If you are speaking on a topic, what would it be?

TARGET AUDIENCE

Who do you want to spend your time with? Who will see this messaging?

EXTRAORDINARY WHY

This drives your On-Purpose Brand. What happens when your audience experiences your brand?

> **Nature never repeats itself. The possibility of one human soul will never be found in another.**
>
> ELIZABETH STANTON
>
> **Knowing yourself is true wisdom.**
>
> LAO TZU

AFFIRM

MY CORE STRENGTHS

1. _____

2. _____

3. _____

4. _____

5. _____

GARNER CLUES FROM SCIENCE AND EVIDENCE-BASED ASSESSMENTS. EXAMPLES INCLUDE:

- **Clifton Strengths Finder 2.0:** $49.99 reveals your complete unique talent profile, top 5 strengths.
- **Core Value Index (CVI):** Free online assessment to reveal your unchanging motivational drivers and how you are wired to contribute to the world around you.
- **DISC:** Free tool to understand your personality and communication style. Discover who you are at your core to live a more authentic life.
- **Enneagram:** Free test will show how you score for all 9 Enneagram types, and understand where you fit in the Enneagram personality system.
- **Kolbe Action Modes:** $55 36-questions that measures a person's instinctive method of problem solving, conative capabilities. Fact Finder, Follow Through, Quick Start, Implementer.
- **Myers Briggs:** $49.95 personality report, four-letter MBTI® type.
- **Predictive Index:** Free, 6-minute assessment, summarizing your natural management and influencing styles.
- **Principles You:** Free 10 minute assessment to learn your archetype and understand how you prefer to think, engage, and apply yourself across the 17 core dimensions of your personality.
- **Thomas Kilman Conflict Mode:** $45 Enhanced self-awareness about your conflict-handling behavior-competing, collaborating, compromising, avoiding, accommodating.

AFFIRM

APPLYING THE FRAMEWORK (CUSTOM TO YOU)

Typical applications include:

- *Applying for a board seat*
- *Revising a Resume, Curriculum Vitae*
- *Crafting a compelling Elevator Pitch*
- *Developing a professional biography*
- *Writing marketing materials*
- *Overhauling a website*

- *Updating social media: LinkedIn, Facebook, Twitter, Instagram*
- *Preparing for a speaking engagement, presentation, pitch deck, TEDTalk*
- *Creating a video or podcast*
- *Conducting an interview with the media*
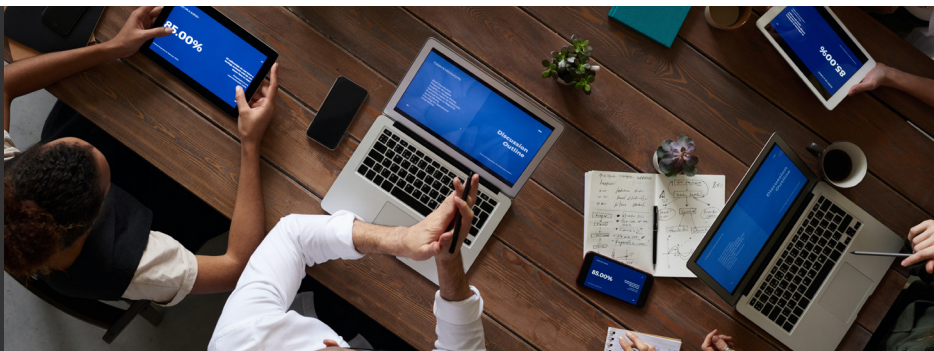- *Leading a team*

AFFIRM - MY BRAND AFFIRMATIONS

7-second "I-Statements" (**Tip:** *Record in the sound of your own voice.)*

- *I am the best in the world at…..*
- *I am often sought out for…..*
- *I lose all sense of time when I…..*

- *People send me thank you notes for…..*
- *Referrals come my way to advise on…..*

1. _____
2. _____
3. _____
4. _____
5. _____

A man is but a product of his thoughts, what he thinks he becomes.

GANDHI

Excavate Your Brand Genius Series

Visit www.revealinggenius.com to learn more about:

1:1 ADVISORY | 7-DAY SUMMIT | MASTERMIND COMMUNITY

If you need to fast track, and are curious about options, kindly schedule a complimentary 30-minute exploratory call.

I would be honored to work with you in this regard. The experience of elevating your brand to fulfill your most desired career goal is designed to be energizing and transformative, where meaningful change is tangible and palpable.

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