

MODULE 2 - MASTERCLASS 1
UNLOCK YOUR STORY –
VALUES & BELIEFS

**FIND YOUR CLARITY,
PURPOSE, PASSION
AND VISION**

TRANSCRIPT



Unlock Your Story – Values & Beliefs

Step 1: Identify Your Brand Values and Beliefs.

Hi, and welcome to a brand-new milestone in your Woman of Confidence Personal Brand Accelerator Course success formula journey!

You are well on your way to building a powerful personal brand and public identity. The next series of masterclasses are all about building your personal brand DNA! So, please stay focused and motivated to continue your brand journey as you have so much to look forward to in this module to level up your career and change your professional game forever!

In This Video, We Are Going To:

- **Unlock the value of your story to Strengthen your personal brand**
- **Uncover your values and beliefs and how they are relevant to growing a memorable, relatable and stand out personal brand.**

So are you ready? Let's get cracking!

Your Story Is Your Brand's Greatest Gift!

The biggest gift you have for your personal brand is your own story and journey. I want you to learn that your story is the key to your wisdom and power as a leader in your field. Do not underestimate the hidden value of your story and how it has shaped who you are, the way you do business, the way you communicate, the relationships you have formed and the value you have as a leader and thought leader in your industry. Your story will help you unlock the power and value of your unique journey and help you realise your full worth in the world.

Today we will be exploring your challenges or triumphs to deliver powerful lessons and insights you can confidently share with the world! Your story, experiences and advice are what people are longing for! And the simple truth is – you must be able to acknowledge the experiences that have shaped you and learn how to articulate them to others clearly.



Including;

- Writing a compelling pitch.
- Recounting interesting stories
- Case studies and anecdotes
- To build your bio
- Writing a compelling backstory (later in module 2.)

Unlocking The Value Of Your Story

All world-class brands have a story. They stand for something. It's what sets them apart from their competitors, and it will set you apart too.

Unlocking the Value Of Your Story Will Help You

- Deeply Connect and Align to your values and beliefs.
- Deliver powerful lessons, insights and thought leadership snapshots as a voice
- Make you authentic and gets you into the hearts and minds of your target audience.
- Make you marketable to journalists looking for experts for industry comment, PLUS speaker opportunities.
- Find your voice as a teacher, mentor, and authority in your niche.
- Open you up to speaker opportunities to share your story and insights. PLUS,
- Your story builds the foundation for a compelling backstory, bio, and pitch, which we will be covering in this module - or even your first book!



My 3-Step Process To Unlocking Your Story, Values And Wisdom!

I have developed a unique 3-step process of self-discovery to help you unlock your story and its abundance of value for your personal brand.

- **Step 1**

Recall 5 significant milestones that have happened in your life or career and write a short paragraph on what was happening to you at the time.

- **Step 2**

Unlock the value of your story to reveal your core values and beliefs.

- **Step 3**

Unlock the key lessons you learned from these experiences that you now use in your business or career to help others.

Today your task is to action step 1 and step 2 of my unique 3 step discovery process. This is the first step to unlocking your unique thought leadership insights and ideas. To unlock the value of your story to reveal your core values and beliefs. This is a unique process I have designed for you to do some deep discovery work around unlocking what is important to you and, therefore, your personal brand.

So, take your time to think through each milestone. Don't rush it. Enjoy the process of deep discovery, as it is empowering and eye-opening! Use the worksheet provided in this masterclass to help you map out these significant milestones and then answer each milestone moment's questions.

Ask Yourself ...

- What was happening to you then? Take yourself back to that moment and relive it. Describe the experience and write it out.
- Then explore what values where you were honouring?
- How did it shape you as a person?



Here is an example from my own life.

As a young athlete, I was a champion gymnast. I represented my country as a gymnast and loved the sport. But as I matured, I grew too tall to continue being successful in my sport. My mom suggested I start to train as a 10-metre platform diver instead. So, I did. At first, I was scared as it was completely different, and I didn't know what I was doing. I had to start from the basics. Learning new skills with a new coach, new team members and new equipment and rules. There was just so much to learn. And at 15, when I first started diving, I was competing with little kids half my age. I felt awkward and a little embarrassed.

I had a vision of being one of the best divers in the country, but to do that, I had to let go of my ego! Plus, I had to learn to overcome a fear of heights to jump from a 10-meter tower into a pool of water! But I stuck with it, and soon found that the elite technical skills, experience, focus and discipline I had learned as a gymnast were a huge advantage. And step-by-step, I learned to apply my skills and mind to my new sport with great success. Eventually representing my country again, but this time as a 10-meter platform diver. I made it back to the top! And realized my journey taught me many things about myself and who I am.

What Were The Values I Was Honouring?

- **Courage:**
To try something new and push me outside my comfort zone despite my fears.
- **Humility:**
I needed to let go of my ego to be receptive greater opportunity and growth.
- **Confidence:**
To believe in me enough to take on a new challenge.
- **Determination and Drive:**
To go all in! No excuses, no holding back!
- **And Vision:**
To be the best ME I could be!



Courage, Humility, Confidence, Determination, Focus and Vision. These are all values that I honour today as both personalities and as a professional. They are at the very core of my brand, what matters to me and what I stand for.

Each key milestone in my life and career will reveal some different values and beliefs – and some will be recurring ones. But through this powerful exercise, you will start to see a pattern emerge of the values you honour!

Your most common values will begin to arise time and time again. And you will get a clear snapshot of them and a greater understanding of how they relate to you and have shaped your beliefs. These are your core values. The ones that make you who you are today and the ones that will shape you as the person or leader you want to be. They are the spirit of your personal brand, and revealing them will help you understand what you believe and are passionate about.

So, are you ready? Let's dive into Step 1 and Step 2 of my deep discovery process.

Today's Assignment Is To:

- **Complete step one of your build your brand sort worksheet. To unlock your brand values and beliefs.**

You will find the framework to write your milestones and reveal your values, this is the first step to building your personal Brand DNA, and you are right where you need to be!

And remember, positive energy fuels empowerment and progress! You have what it takes to be the leader you want to be! So, stay positive, and you will unlock the key to high performance, growth and personal renewal.

Next Step:

And I'll see you in the next step of your personal brand success formula journey – Where we will **unlock your story to build your brand voice and thought leadership insights.**



