

MODULE 2 - MASTERCLASS 2
UNLOCK YOUR STORY-
BUILD THOUGHT LEADERSHIP

**FIND YOUR INNER
STRENGTH**

TRANSCRIPT



Unlock Your Story- Build Thought Leadership

Step 2: Building Your Brand Voice And Thought Leadership

Welcome back to the Woman of Confidence Personal Brand Accelerator Course

In the last masterclass, you started to map out your significant career and life milestones, get clear on your brand and business' core beliefs/values to give them more meaning and connection to your personal brand story. I have always found that this is one of the most powerful tools for my coaching clients to create greater self-awareness and connection to their own story and journey.

In This Masterclass, You Will Learn

- **The unique lessons that you have learned from these powerful experiences in your life and career.**
- **How these lessons have shaped the way you look at the world, who you are today**
- **Unlock your wisdom to shape your experience into powerful lessons and thought leadership snapshots**

But first – you need to understand.

What Is Thought Leadership?

Your thought leadership is what makes you unique. Your thought leadership is the art of identifying and capitalising on your life experience, strengths, and skills to offer others unique insights, ideas, and discoveries you have learned in your unique journey.

It is like 2 people who drive the same car throughout life – but the roads they take to get to their destinations are different.



They pass through the potholes, they navigate the hills they climb, and the steps they take along the way, giving each driver a completely different set of skills and perspective on their driving experience.

Your thought leadership is the same thing. The unique real-life experiences you have taken are part of your own unique roadmap, and have shaped you into the person you are today. Your unique story and the road have taken to get here have shaped the way you do business and your perspective. The roads and choices you have made to get here are unique and have shaped what matters to you and the unique lens through which you see the world.

These thoughts, insights and lessons you have learned along the way is the start of developing your brand voice and thought leadership. Sharing your thought leadership is key to establishing your voice as a relevant source and authority in your niche market or industry.

Earlier, I shared my own story as a champion gymnast forced to change sports when I was at the top of my game. I had to start all over again at the bottom and work my way back to the top. I shared the values I honoured of courage, humility, confidence, determination, and vision with you that helped me rise to the top and realise my goals and dream to be number 1 again. Now I will take that one step further to help you understand how you can also use your unique experiences to share deeper and more valuable lessons and insights. And how looking back on that unique experience in my early years has shaped my own thought leadership insights today.

Unlocking Your Insights And Lessons Learned From Your Story Milestones

To help you understand how to shape your insights from your story - let me share my own lessons I learned... So, here's what I learned from those early tears when I first started diving:

- **Lesson 1**

If you have the courage to push yourself outside your comfort zone and overcome your fears to seek new opportunities and greater levels of success, in the process, you will unleash many valuable skills that are transferable across many industries and your confidence will grow as you evolve and grow!



- **Lesson 2**

If you can let go of your ego and be open to new ways of doing things. You will connect with what matters to you and overcome your fears! To be energetic and curious – and make a promise always to live and lead leading in alignment to your values, you will always continue to learn, grow, and thrive! You will learn, grow and thrive on a different level.

- **Lesson 3**

Never let your fear of failure or lack of experience hold you back! With determination, drive, and a clear vision for success, you will be able to take that giant leap of faith – and take the plunge from your own 10-meter tower!

Now I use these lessons in my life and career to help others overcome their fears and be the best they can be!

So, the question is...

- What do you have to say that is valuable as a thought leader?
- What does your story say about you?
- How does your story relate to others and help them?

Most people struggle with answering these 3 simple yet exposing questions ... big time! But don't be afraid to step into this exercise with full engagement as we further deep dive into your life and career milestones to explore your own hidden value.

They are the real gems of wisdom that will take you from where you are now to being a leader in your field, an influencer, a thought leader! Because when you do, you will have the good stuff.

Unlocking the power of your story, and starting the process of exploring your thought leadership is priceless! Continuing to develop your thought leadership is critical if you want to elevate your brand presence to the next level.

But like everything with your personal brand, it is not a set and forgets a thing! Your thought leadership will evolve and grow as you evolve and grow.





Top Tip!

Learn to clearly articulate the lessons that you have learned and frame them in a way that speaks directly to your audience. The shift from using "I" learned perspective... And instead, relate and speak to your target audience DIRECTLY. Ask yourself.... "What's in it for your audience"?

For example. Instead of saying, "I learned that if I push myself outside my comfort zone, I can overcome my fears to achieve things for myself that I never thought possible." Replace the words "I" & "me" and "You" & "Your" (You're). Find the courage to step up in your comfort zone. Shift the spotlight from Yourself to your audience.

Today's Assignment Is To

- **Complete Step 3 of your 3-step process to unlock the power of your story to strengthen your brand**
- **And grow your thought leadership insights!**

And the best part is you have everything you need right inside of you. Your story and unique experiences are the keys.

And remember, being a Woman of Confidence means celebrating your individuality. we are change agents and trailblazers! So use this course to own your worth and create your new reality!

It's up to you!

Let's do this together!



