

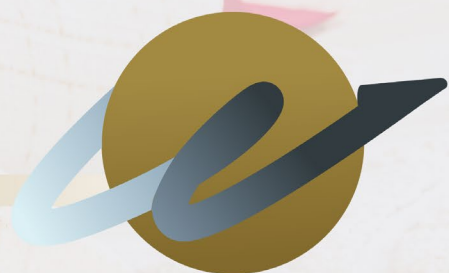


2 STEP WORKBOOK!

**UNLOCK YOUR
STORY- VALUES
& BELIEFS**

Workbook

**MODULE 2
MASTERCLASS 1 & 2**



DISCOVER THE 'WHY' IN YOU



YOUR BRAND IS YOUR WORD.

“Unlock your values and beliefs through my unique deep discovery coaching process.”

To build a powerful personal brand, you have to have clarity about who you are and what you signify. Your core values and beliefs stand at the very core of your brand. They are the centre from which everything radiates –including your brand’s look (design), message (voice), and relationships.

Your brand values will help you capture your brands, Proposition, Personality, and Purpose. A personal brand is built on the things that we are most passionate about, and stands on the foundation of what others desire from those passions. This is the most crucial step to giving life and passion to your brand. By connecting to your passion, you will create a brand that is genuine, authentic and a natural extension of who you are and all that you have achieved in both life and business. You will live it in every step you take.

Being able to identify your truth and communicate what is important to you is one of the secrets to influencing the way people think, feel and say, when your name comes up. You will also recognise and attract the type of values you want to attract in the market as well as people you want to work with!

It also gives you a compelling answer to the question “What do you do?”, and is the basis for your elevator pitch! Both your bio and pitch will have more impact if it is aligned to your story (leaves people feeling you were born to do this.) so you can say it with passion and conviction!

YOUR CHARACTER

COMPONENTS

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1. STEP 1: YOUR CORE VALUES (MODULE 2 - MASTERCLASS 1)

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1.1 *Your Peak Experiences*

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2. STEP 2: GIVE YOUR CORE VALUES RICHER CONTEXT & CONNECTION (MODULE 2 - MASTERCLASS 2)

"Your values aren't selected from a list, we discover them and reveal them"

STEP 1. YOUR CORE VALUES AND BELIEFS:

Instead of selecting 'preconceived' core values from a list (as you can scan a list of values to get a sense of your range of options) – I would like you to uncover your core values and relate them to your experiences and how they have influenced the way you do business, relate to others, and connect you to your purpose.

1.1 YOUR PEAK EXPERIENCES

Your personal journey is all part of your unique story. It's your foundation that shapes and defines your true values and beliefs and is the corner stone of building your authentic personal brand.

Consider some meaningful moments, milestones or positive and inspiring 'ah ha' moments in your life and career that have impacted you and influenced the way you look at the world.



LIFE MILESTONES

Use the timeline below to help you map out the milestones, then answer the questions below for each milestone moment;

What was happening to you? Briefly tell your story or anecdote.



What values were you honouring then? What values were being challenged?



What lessons did you learn from this experience? How have they shaped who you are today? How can these lessons help others?





CAREER MILESTONES

Use the timeline below to help you map out your career milestones, then answer the questions below for each milestone moment;

What was happening to you? Briefly tell your story or anecdote.



What values were you honouring then? What values were being challenged?



What lessons did you learn from this experience? How have they shaped who you are today? How can these lessons help others?



1.2 SUPRESSED VALUES

Highs and lows are all part of your journey to success and make you more resilient, determined and strong. The one thing that all successful people have in common is the ability to refresh and reboot their mindset and to power on and turn their biggest failures into their greatest success.

Now go in the opposite direction; consider times when you have experienced challenges, moments of adversity, loss or failure and how they have helped shape the person you are today.



SIGNIFICANT MILESTONES

Use the timeline below to help you map out the milestones, then answer the questions below for each milestone moment;

What was happening to you? Briefly tell your story or anecdote.



What values were you honouring then? What values were being challenged?



What lessons did you learn from this experience? How have they shaped who you are today? How can these lessons help others?



1.3 CHUNK YOUR PERSONAL VALUES INTO RELATED GROUPS

Review all of your deep discovery work and what you have learned from your personal and professional journey, and write a final master list of ALL the personal values you have unlocked to summarise them into a list below:

1.4 DEFINE WHICH ONES ARE YOUR TOP PERSONAL BRAND CORE VALUES

From the list above, drill down to your top 5 – 10 core values. Rank them in order of importance. You will usually find that many of the same values will have emerged through the process of discovery. Here are some EXTRA questions to think about to help you narrow down your list;

What values continually popped up in your discovery process?

What values are essential to your life?

What values represent your primary way of being?

What values are essential to supporting your inner self?

1.		6.	
2.		7.	
3.		8.	
4.		9.	
5.		10.	

STEP 2. GIVE YOUR PERSONAL VALUES RICHER CONTEXT & CONNECTION

STEP 2: LET'S START TO CRAFT YOUR THOUGHT LEADERSHIP SNAPSHOTS.

Now it's time to align your values to your personal brand philosophy, attitude, unique viewpoint and way of thinking. Highlight the key lessons you've identified into a list of memorable phrases or sentences that help you articulate the meaning of your core values, beliefs and the lessons you've learned.

Note: The idea is to re-frame your language from "I learned" into language that speaks directly to how you can help your clients, customers or ideal target audience gain from your wisdom.

For example, instead of writing:

VALUE: INTUITION "I learned that in times of crisis I need to stop to listen to my intuition so I can better self lead myself and others through these challenging moments".

Reframe your message to speak directly to your audience and how it will help them:

"If you find yourself struggling to lead in times of crisis, it's vital to stop, reassess and listen to your intuition. Being tuned into your intuition will help you to self-lead and better guide others through challenging times."

HERE ARE SOME MORE TIPS:

- Use inspiring words and vocabulary. People will not remember every day or commonplace statements that lack originality or impact.
- Try to use words that evoke and trigger emotional responses. They will be more meaningful and memorable.
- Play to your strengths in crafting your values.
- Make your value statements rich and meaningful to you so they not only inspire others, but also inspire you to uphold them!