



# IDENTIFY YOUR BRAND SUPERPOWERS

## Workbook

**MODULE 2  
MASTERCLASS 3**



**BE REMARKABLE!**

**SUZIE LIGHTFOOT**  
BE SEEN. BE HEARD. BE NOTICED.

**KNOW YOUR  
UNIQUE GIFTS!**



**UNLOCK YOUR BRAND POWER**

*Position your brand with more  
impact and influence.*

*One of the best ways to stand out from others in your field is to know what you're really good at!*

You've taken time in the past two masterclasses to consider what makes you unique and how to use your life and career lessons to get clear on your values and develop your thought-leadership insights. The next step is to unlock and list your unique selling points based on your discovery work in masterclasses 1 and 2 of module 2.

We all have strengths that set us apart from others, but often we find it easier to identify our weaknesses! It is essential to identify both to upskill or improve your weakness - and learn how to amplify your strengths!

This masterclass and workbook helps you identify your unique gifts to position your personal brand with more impact and influence.

And remember, a woman of confidence isn't afraid to be herself! She doesn't follow others; she is unique and celebrates her individuality!

Keep forging to brand success!  
Suzie :)



# WHAT ARE YOUR SUPERPOWERS?



## 1. IDENTIFY YOUR STRENGTHS AND WEAKNESSES

*1. We all have strengths that set us apart from others, but often we find it easier to identify our weaknesses! It is essential to identify both to upskill or improve your weakness - and learn how to amplify your strengths!*

*What are your brand weaknesses?*

*What are your brand strengths?*

*2. How can you upskill or develop the core areas you feel are your weaknesses?*

*3. How do you use your strengths as a leader, or in your career or business?*



# WHAT ARE YOUR SUPERPOWERS?



## 1. IDENTIFY YOUR STRENGTHS AND WEAKNESSES

4. *How do each of your strengths add value to your clients, team, customer, stakeholders or target audience?*

5. *How do your core strengths impact your service/business, competitive advantage, brand perception, customer/client satisfaction/happiness?*

6. *What is your greatest asset that has led to your success?*

7. *Other than your title, expertise or experience, why should anyone be led by you?*



# WHAT ARE YOUR SUPERPOWERS?



## IDENTIFY YOUR TOP SOFT SKILLS

*What are your top 3 soft skills you use to connect with your clients, engage with your team or audience, or satisfy your customers? And how does this add value to your personal brand and core business, leadership style or service?*

### YOUR TOP SOFT SKILLS

### HOW DOES THIS ADD VALUE?

☐

Communication

☐

Adaptability

☐

Problem Solving

☐

Creativity

☐

Teamwork

☐

Empathy

☐

Listening

☐

Motivation



# WHAT ARE YOUR SUPERPOWERS?



## COMMUNICATION

LET'S BREAK EACH OF YOUR SOFT SKILLS DOWN EVEN FURTHER:

Communication skills can be oral, non-verbal or written, and help you to express yourself effectively as a leader. Communication is a critical sales skill and vital for forging deeper emotional connections with your clients, customers or target audience. Select which best aligns to your core strengths.

☐

Clarity

☐

Positive thinking / Growth mindset

☐

Confidence

☐

Motivational/Inspirational

☐

Respect

☐

Great Orator/Presentation Skills

☐

Empathy & Compassion

☐

Written Communication

☐

Listening

☐

Constructive Feedback

☐

Non-verbal - Energy & Presence

☐

Friendliness

☐

Visionary

☐

Openness & Connection

☐

Charisma - Charm & Persuasiveness

☐

Other...Specify





# WHAT ARE YOUR SUPERPOWERS?



## ADAPTABILITY

*Shift, move, change! Your adaptability and flexibility are top leadership skills and shows you aren't afraid of embracing and rolling with change. In today's fast-paced, changing economy, constantly changing work environments and times of crisis, they are GOLD!*

*Does this sound like you? Select your strongest gifts/attributes that relate to your adaptability in the list below.*

☐

Innovation

☐

Authenticity

☐

Curiosity

☐

Optimism

☐

Self-management

☐

Open-mindedness

☐

Decision-making

☐

Analysis

☐

Calmness

☐

Self-confidence

☐

Self-motivation

☐

Friendliness

☐

Intuition

☐

Organization

☐

Change Agent

☐

Other...Specify



# WHAT ARE YOUR SUPERPOWERS?



## PROBLEM-SOLVING

*Leaders with creative problem-solving skills can stimulate, challenge and inspire others to continually take on problems and devise innovative solutions to promote growth and success!*

*Does this sound like you? Select your strongest types of problem-solving skills from the list below:*

☐

Innovative thinking

☐

Initiative

☐

Confidence

☐

Brainstorming

☐

Innovative thinking

☐

Decision making

☐

Creative solutions

☐

Persistence

☐

Persuasion

☐

Observation

☐

Lateral thinking

☐

Logical reasoning

☐

Negotiation

☐

Other...specify





# WHAT ARE YOUR SUPERPOWERS?

## CREATIVITY

*Creativity is magic: it's the ability to create something out of nothing, to make connections that others don't see. Creativity is one of the most desirable qualities of a modern business leader. CEOs rank creativity as one of the essential leadership skills for thriving leaders and organizations of the future.*

*Does this sound like you? Select your best creativity skills/attributes from the list below:*

☐

Fearlessness

☐

Experimenting

☐

Divergent thinking

☐

Questioning

☐

Insight

☐

Design

☐

Innovation

☐

Mind mapping

☐

Inspiration

☐

Innovative

☐

Imagination

☐

Other...specify

☐

Reframing



# WHAT ARE YOUR SUPERPOWERS?

## TEAMWORK

*All influential leaders know, you're only as good as the people you have around you! With this in mind, developing a team is a H U G E strength to your brand and business, especially if you combine it with a motivational mindset! Your ability to connect people and elevate performance is a great leadership trait!*

*Does this sound like you? Select your best teamwork skills/attributes from the list below:*

- |  |   |
|--|---|
| <input type="checkbox"/> Motivational /Growth    | <input type="checkbox"/> Compassion/Empathy   |
| <input type="checkbox"/> Mindset                 | <input type="checkbox"/> Mediation            |
| <input type="checkbox"/> Vision                  | <input type="checkbox"/> Collaboration        |
| <input type="checkbox"/> Coordination            | <input type="checkbox"/> Coordination         |
| <input type="checkbox"/> Idea & Insight Exchange | <input type="checkbox"/> Teaching & Mentoring |
| <input type="checkbox"/> Strategic Thinking      | <input type="checkbox"/> Negotiating          |
| <input type="checkbox"/> Conflict Management     | <input type="checkbox"/> Other...specify      |



# WHAT ARE YOUR SUPERPOWERS?



## EMPATHY

*Empathy is a female leader's greatest superpower! If you are excellent at tuning into your sense of empathy, you will be great at building relationships, trust, and collaborating more effectively!*

*Does this sound like you? Select your best empathy skills/attributes from the list below:*

☐

Humor

☐

Compassion/Empathy

☐

Mentoring Patience

☐

Mediation

☐

Networking Tolerance

☐

Understanding

☐

Sensitivity

☐

Emotional Awareness - Intuition

☐

Compassion

☐

Energetic Connectivity

☐

Intuition

☐

Spirituality

☐

Positive Reinforcement

☐

Other...specify



# WHAT ARE YOUR SUPERPOWERS?



## LISTENING

*Being a great listener is hugely beneficial as a female leader and means you have the knack of building better relationships, trust and connection! Great networks use their listening skills to grow their brand and help others and know its power!*

*Does this sound like you? Select your best listening skills/attributes from the list below:*

☐

Connection

☐

Accept Other People's Opinions

☐

Respectful Ask the Right Questions

☐

Respond Appropriately

☐

Not Judgemental

☐

Know What to Say to Help Others

☐

Curious

☐

Other...specify

☐

Open & Honest

☐

Don't Interrupt



# WHAT ARE YOUR SUPERPOWERS?



## MOTIVATION

*Your job title or position doesn't make you an inspirational leader! You can drive people to reach great heights of performance and success! People will follow you if you inspire them to raise their internal bar to be the best they can be!*

*Does this sound like you? Select your best motivational skills/attributes from the list below:*

- |   |  |
|---|--|
| <input type="checkbox"/> Connection                     | <input type="checkbox"/> Communicate with Others             |
| <input type="checkbox"/> Great Vision and Purpose       | <input type="checkbox"/> Practice Inclusion                  |
| <input type="checkbox"/> Lead with Actions That Inspire | <input type="checkbox"/> Encourage Others to Grow and Thrive |
| <input type="checkbox"/> Optimistic and Positive        | <input type="checkbox"/> Support and Encouragement           |
| <input type="checkbox"/> Passion                        | <input type="checkbox"/> Empower Others                      |
| <input type="checkbox"/> Give Praise & Rewards          | <input type="checkbox"/> Other...specify                     |



# WHAT ARE YOUR SUPERPOWERS?

## CHUNK YOUR FINAL SUPERPOWERS INTO RELATED GROUPS

Review all of your answers and selections, and write a final master list of ALL the personal brand superpowers you have unlocked to summarise them into a list below:

## CHOOSE YOUR TOP PERSONAL BRAND SUPERPOWERS

From the list above, drill down to your top 5 – 10 brand superpowers and unique gifts. Rank them in order of importance. Here are some EXTRA questions to think about to help you narrow down your list;

*What values continually popped up in this discovery process?*

*What superpowers will help you stand out from others in your niche market or industry?*

*What superpowers give you greater confidence as a leader?*

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