

ESSENTIALS THREE | YOUR PERSONAL BRAND PLAN

Your Personal Brand Plan



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THE CAREER RESET

Operating From Your Future Self



Many people think your personal brand plan is about creating a digital presence for yourself via social media, a website, a LinkedIn profile, etc.

This plan is not that.

This plan is about understanding what kind of personal brand you want to build for yourself and what you want to be known for.

This training is not about how you're performing today. It's about defining the aspirational brand you want to become.

You likely already embody some parts of your desired brand, and there are some areas you want to develop.

The best way to develop your skills is to operate from the future version of yourself that has already become your aspirational brand.

Most people look to the past to define what they are able to do.

Our brains like to make decisions from the past because it's predictable and it's safe. You're more certain of the outcome this way, and your Baby Brain (or your primitive brain) likes it when it keeps things safe because it doesn't have to work as hard.

The best way to develop your skills is to operate from the future version of yourself that has already become your aspirational brand.

Our brain is built to conserve energy. The brain's main job is about learning how to stay safe and survive. And then rinse and repeat.

Clients will often say things like, "*I can't work with ambiguity.*" And

I'll ask *how do you know?* And they'll say "*because I never have been able to do it before*"

We think because we haven't done something before, that we can't do it in the future.

And that does not have to be true. If the human race never accomplished anything that they hadn't accomplished before we would never have evolved.

As humans, we have the ability to learn.

Growth is about doing the things you've never done before. And it creates discomfort. That's why growth takes more brainpower and focus.

Your *Baby Brain* doesn't like growth because growth is uncomfortable and your *Baby Brain* doesn't want to work that hard.

Instead of living from what you've already done, you will live from the future possibility of what you can achieve.

So instead, you're going to activate your *Adult Brain* (your prefrontal cortex) which is the part of your brain where you plan and get proactive vs. react and stay safe.

So what you will do is plan from your *Adult Brain* to limit the decisions your *Baby Brain* has to make. Your goal is to plan out and create a future version of you so you can take advice and make decisions from THAT place.

And for this, you will require your imagination and creativity.

Instead of living from what you've already done, you will live from the future possibility of what you can achieve.

This will require you to grow against your brains desire to stay safe, which is totally fine. You've done this before. You did it when you learned how to walk and talk and ride a bike. You did it when you wrote your resume and went for the interview for the job you have now.

The worst thing that's going to happen to you through this process is a feeling.

You're going to feel uncomfortable. And when you feel uncomfortable, I want you to access your future self and take advice from that version of you.

Always ask yourself “*what would my future self suggest I do in this moment*”

And so in order to be clear on what your future self would tell you, you're going to create the aspirational belief system and performance structure around your future self. You're going to understand how your future self would feel, think and behave in common workplace situation.

And ultimately, you're going to create a summary of what you want your personal brand plan to be.

So here's how it will work.

In **Part 1** of the workbook, you'll start accessing your creativity by understanding your current self.

Then in **Part 2**, you're going to decide how you want the future version of you to show up in common workplace situations. This is YOUR choice.

And in **Part 3**, you'll build the summary of your personal brand plan.

Now as always, all exercises are split into daily 15-minute exercises, but you can do all of this at your own pace.

Let's get started.

PART 1: THE CURRENT VERSION OF YOU

DAY 1:

Start by thinking big. Write down all the things you'd like to be able to do.

IN _____ (PICK A TIMEFRAME), WOULDN'T IT BE AMAZING IF I ...

E.g.

- ... never made a mistake*
- ... was never afraid to take chances*
- ... became CEO of xxx company*
- ... loved and appreciated myself*
- ... had a great relationship with my boss*
- ... knew how to set and respect my boundaries*

WHAT ARE YOUR TOP 3-5 VALUES?

(even if you didn't do the values module, list what you believe are your top values... but PS - that training is good too!)

DAY 2:

WHAT ARE YOUR STRENGTHS?

These are the things you're naturally good at and the things that make you feel strong when you're doing them (whether you're good at them or not.)

P.S. you can always go back and access the Strengths Training in the goal mine.

WHAT ARE YOUR EXCEPTIONAL STRENGTHS?

Your top 3 things

WHAT DO YOU APPRECIATE ABOUT YOUR OWN STYLE OR APPROACH?

Any kind of style is relevant. Your working style, your personal style, your creativity, your approach... anything)

WHAT DO YOU WISH WAS DIFFERENT ABOUT YOUR STYLE?

...not because someone told you to be different, but because you want to create change in your style or approach.

DAY 3:

WHO ARE THE TWO OR THREE PEOPLE YOU CONSIDER ROLE MODELS FOR YOUR PERSONAL BRAND?

HOW DO YOU FEEL WHEN YOU THINK ABOUT THESE ROLE MODELS?

WHAT CHARACTERISTICS DO THESE ROLE MODELS HAVE THAT YOU WANT TO EMULATE FOR YOUR BRAND?

WHY ARE THESE IMPORTANT TO YOU?

WHAT DO YOU THINK THESE CHARACTERISTICS WILL DO FOR YOU?

PART 2: BUILDING YOUR FUTURE BELIEF SYSTEM ... YOUR PERSONAL BRAND IN ACTION!

As I mentioned in the video, people remember how they feel when they experience a person or brand. And that includes you.

People may not remember what you did. But they will remember what they felt in that experience.

Now you can't control what people feel. But you can be intentional about how *you* want to feel in any circumstance. And when you decide you want to feel a certain way, it will change how you show up.

And people decide how they feel about you based on how you show up.

In this section you will start creating your aspirational belief systems and feelings for the future version of you. The one who is already living the personal brand you want to create.

Now you might be thinking, how can I do this exercise when I don't know what I want my personal brand to be? Good question. It's easier for most people to think big about their personal brand when they know what it looks like in action.

So to help you visualize your overall personal brand goals, you'll first explore how you would like to show up in common workplace scenarios. The intention is to build a picture of how *the future you* will generally think, feel and act in various situations.

If you are familiar with the self-reset model work, you know that we take actions based on how we feel. And how we feel is driven by a thought.

So for each scenario presented, you will first decide how the future version of you would feel.

Example:

<i>Scenario</i>	<i>How does the future version of you feel</i>	<i>What would you need to think to feel that way</i>	<i>How might you act based on feeling that way</i>
<i>Boss challenges your thinking</i>	<i>CURIOUS</i>		

So while *today* you might feel intimidated or insecure or angry if your boss challenges your thinking. You may decide that the future version chooses to be curious.

In the next column, you'll share what you would need **to think** to feel curious. And then **the actions you would take** from a place of curiosity (the feeling)?

SCENARIO	How does the future version of you feel?	What would you need to think to feel that way?	How might you act based on feeling that way?
<i>Boss challenges your thinking</i>	<i>CURIOUS</i>	<i>I want to learn more about their perspective</i>	<ul style="list-style-type: none"> o <i>Ask questions</i> o <i>Reflect</i> o <i>Tell myself I'm the one with the power</i> o <i>Don't take things personally</i>

Got it?

Here's a quick tip to help you suss-out some actions. Ask yourself three questions;

- o *What would I do or say?*
- o *What would I avoid or stop doing?*
- o *What do I tell myself?*

Remember - this is the FUTURE version of you.

Don't worry about making it perfect. Go with what you think now. In fact, it would be normal that you evolve your perspective as you learn more. So write down what you think today, and you can always change it tomorrow.

To inspire you, there is a long list of feelings included in the appendix. Remember that feelings are *one word*.

Now let's get to those common workplace scenarios.

DAY 4 + 5: RELATIONSHIPS

SCENARIO	<i>How does the future version of you feel?</i>	<i>What would you need to think to feel that way?</i>	<i>How might you act based on feeling that way?</i>
Your boss challenges your thinking			
Your boss criticizes you			
Your boss criticizes you publicly			
You disagree with your boss's decision			
You get a new boss			
Your assigned to work with a peer you haven't worked with before			
A peer challenges your thinking			

You and a peer disagree on the best way to move forward			
You're busy and a peer needs help			
A new peer is hired that you'll be working closely with			
You have to give a peer feedback			
A peer/friend complains to you about someone else you both work with			
You find out a report is complaining about you			
You find out a peer is complaining about you			
You ask for help from someone junior to you (not a report)			

You ask for help from someone senior to you (not a boss)			
Someone senior to you gives you unsolicited feedback			
Someone junior to you gives you unsolicited feedback			

Include any other relationship scenarios that are common for you

SCENARIO	<i>How does the future version of you feel?</i>	<i>What would you need to think to feel that way?</i>	<i>How might you act based on feeling that way?</i>

DAY 6 + 7: LEADERSHIP

SCENARIO	<i>How does the future version of you feel?</i>	<i>What would you need to think to feel that way?</i>	<i>How might you act based on feeling that way?</i>
You don't reach a predetermined goal (e.g. you fail)			
You're challenged to do something you've never done before			
You make a 'mistake'			
People judge you			
You reach a goal			
You reach a goal that really stretched you			
Someone on your team comes to you with a problem			

You want to offer someone positive feedback			
You want to offer someone constructive feedback			
The company institutes a change that will impact your role			
The company institutes a change that will impact your team			
You don't know the answer to something			
Two of your reports don't get along			
Someone on your team is underperforming			
Someone on your team is a high-performer			

Someone on your team is struggling to reach a goal			
Someone told you something in confidence that will impact someone on your team			

Include any other leadership scenarios that are common for you

SCENARIO	<i>How does the future version of you feel?</i>	<i>What would you need to think to feel that way?</i>	<i>How might you act based on feeling that way?</i>

DAY 8 + 9: PERSONAL DEVELOPMENT

SCENARIO	<i>How does the future version of you feel?</i>	<i>What would you need to think to feel that way?</i>	<i>How might you act based on feeling that way?</i>
A peer's idea is selected over yours			
A peer receives accolades for their work			
Someone is mad at you			
Someone in authority is disappointed in your work			
Someone says they love your work			
Someone says they don't love your work			
Someone yells at you			

You have a skill you want to improve or learn			
You have a behaviour you want to stop			
You are pushed out of your comfort zone			
You're getting your performance review tomorrow			
You're preparing for your performance review			
You are giving a performance review			

Include any other personal development scenarios that are common for you

SCENARIO	<i>How does the future version of you feel?</i>	<i>What would you need to think to feel that way?</i>	<i>How might you act based on feeling that way?</i>

Congratulations on exploring these scenarios. This exercise was meant to help you get a sense for how you want to show up at work.

If you want to start performing at this level, it takes practice and focus. **DON'T TRY TO DO EVERYTHING AT ONCE.**

Pick one scenario and start practicing. Be compassionate with yourself if you don't reach your goal on the first few/several tries. Take the time to understand what you did well, and what you would do differently next time.

If you're having trouble, come get coaching. It helps accelerate the process.

PART 3: YOUR PERSONAL BRAND PLAN SUMMARY

You've done the exploration on how your aspirational personal brand shows up in common workplace scenarios. You have a better idea of your how your aspirational brand takes things and feels in everyday scenarios.

Now that you have this insight about yourself, fill in your personal brand summary. The goal of this summary is to have a quick reference to remind you of the type of brand you are creating.

Read this summary every day before you start your day. And then reflect on it at the end of the day. What did you do well, and what would you do differently next time..

It's not a tool to judge yourself. This is a tool to inspire you to continuously take small steps forward.

And if you're struggling, reach out for help. Come to a class. Submit your questions.

DAY 11 + 12:

ALWAYS START WITH YOUR VALUES. LIST YOUR TOP 3-5 VALUES?

WHAT IS THE #1 FEELING YOU WANT TO INSPIRE IN PEOPLE?

WHY?

IF YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN THE ROOM, LIST THE THINGS YOU WANT PEOPLE TO SAY ABOUT YOU?

USE THIS LIST TO INSPIRE YOUR ANSWER. THEN ADD ANY OTHER THOUGHTS.

ABOUT WHAT KIND OF LEADER YOU ARE...

ABOUT WHAT KIND OF PERSON YOU ARE...

ABOUT WHAT IT'S LIKE TO WORK WITH YOU...

ABOUT WHAT THEY LEARN FROM YOU...

ABOUT HOW YOU'VE HELPED THEM...

ABOUT WHAT YOU BELIEVE ABOUT YOURSELF...

WHAT OTHER THINGS DO YOU WANT THEM TO THINK ABOUT YOU?

WHAT ARE THE 1-3 WORDS YOU WOULD USE TO DESCRIBE YOUR BRAND,

There is no wrong way to do this. Just pick some words that epitomize your brand as you've explored it. Here are some different ways to approach this exercise)

e.g.

- *THE FIXER (use an archetype or title)*
- *UNAPOLOGETIC DISRUPTOR (create a phrase)*
- *IN SERVICE (share a reason for being)*
- *INSPIRE 🧠 NURTURE 🧠 LISTEN (describe your go-to actions)*
- *GENEROUS 🧠 COURAGEOUS 🧠 CONFIDENT (describe your go-to-feelings)*

THINK ABOUT THE FUTURE VERSION OF YOURSELF. THINK ABOUT THE PERSON WHO IS ALREADY EMBODYING THIS PLAN. WHAT ADVICE WOULD THAT VERSION OF YOU HAVE FOR TODAY'S VERSION OF YOU?

USE THESE THREE QUESTIONS TO ARTICULATE THE ADVICE YOU WANT TO GIVE YOURSELF

WHAT THREE THINGS WILL YOU STOP DOING?

WHAT THREE THINGS WILL YOU START DOING?

WHAT THREE THINGS DO YOU WANT TO KEEP DOING?

APPENDIX: Feelings

Abrupt	Blushing	Curious	Encouraged	Great
Absorbed	Bold	Cut off	Energetic	Grieved
Accepting	Bored	Daring	Energized	Groaning
Aching	Bossy	Defensive	Engrossed	Grouchy
Achy	Brave	Dejected	Enjoying	Grounded
Active	Bright	Delighted	Enraged	Grumpy
Adaptable	Brutal	Demanding	Enthusiastic	Guarded
Adequate	Bulldozed	Deprived	Envious	Guilty
Admiring	Bullied	Desolate	Equal	Haggard
Affectionate	Bummed out	Despairing	Euphoric	Happy go lucky
Afflicted	Burdened	Desperate	Exasperated	Hard
Aggressive	Calm	Despicable	Excellent	Hardy
Agitated	Carefree	Despondent	Excited	Harmonious
Agonized	Caring	Devastated	Exhilarated	Hateful
Agoraphobic	Centered	Devoted	Expansive	Healthy
Alarmed	Certain	Diminished	Exuberant	Heartbroken
Alienated	Cheerful	Dirty	Fake	Helpful
Allowing	Cheerless	Disappointed	Fascinated	Hesitant
Alone	Childlike	Disconnected	Fatigued	Hitting
Amazed	Clear	Discontented	Faultfinding	Honest
Amused	Close	Discouraged	Fearful	Honored
Anguished	Closed	Disdainful	Festive	Honoring
Animated	Cold	Disgusted	Fidgety	Hopeful
Annoyed	Combative	Disheartened	Fine	Hopeless
Antagonistic	Comfortable	Dishonest	Flexible	Hostile
Anxious	Communicative	Disillusioned	Flowing	Hotheaded
Appalled	Comparing	Dismayed	Fluid	Humble
Appreciative	Compassionate	Disoriented	Focused	Humiliated
Apprehensive	Complaining	Disrespectful	Forgiving	Humor
Approachable	Complete	Disrupted	Fragile	Hungry
Approving	Composed	Dissatisfied	Free	Hurtful
Argumentative	Compulsive	Distant	Frenzied	Immobilized
Ashamed	Condemning	Distracted	Friendly	Impatient
Assured	Condescending	Distraught	Frightened	In good spirits
At ease	Confident	Distressed	Frisky	In heaven
Attached	Confounded	Distrustful	Frowning	In hell
Attacked	Connected	Disturbed	Frustrated	In the zone
Attacking	Conscientious	Doomed	Fulfilled	Incapable
Attentive	Considerate	Doubtful	Fun loving	Incapacitated
Attracted	Constructive	Down	Funny	Incensed
Authentic	Content	Downhearted	Furious	Incompetent
Authoritative	Contracted	Drawn	Gentle	Indecisive
Avoiding	Contrary	Dreadful	Genuine	Indignant
Aware	Controlling	Dull	Giving	Inept
Awkward	Cooperative	Dynamic	Glad	Inferior
Bad	Courageous	Eager	Glaring	Infuriated
Balanced	Courteous	Earnest	Gleeful	Inhibited
Beaming	Cowardly	Easy	Gloomy	Injured
Beautiful	Crabby	Easygoing	Glorious	Innocent
Belittled	Cranky	Ecstatic	Glowing	Inquisitive
Bitter	Craving	Efficient	Glum	Insecure
Blessed	Creative	Elated	Good	Insensitive
Blindsided	Critical	Embarrassed	Graceful	Inspired
Blissful	Cross	Embracing	Gracious	Insulted
Blocked	Crushed	Empathetic	Grateful	Insulting
Blunt	Crying	Empty	Gratified	Intelligent

Intent
Interested
Intimidated
Intolerant
Intrigued
Invaded
Involved
Irate
Irritated
Jealous
Jittery
Jovial
Joyous
Jubilant
Judgmental
Keen
Kind
Kindly
Laughing
Liberated
Lifeless
Light
Lighthearted
Listening
Lonely
Lost
Loud
Lousy
Loved
Low
Mad
Malicious
Manipulative
Masochistic
Mature
Mean
Meanspirited
Meditative
Mellow
Menaced
Miffed
Miserable
Misgiving
Moaning
Moody
Morose
Motivated
Mournful
Natural
Nauseated
Negative
Neglectful
Nervous
No energy
Non controlling
Nonjudgmental

Observant
Obsessive
Off
Offended
Offensive
Off kilter
OK
On top of the world
Open minded
Optimistic
Out of sorts
Outgoing
Overbearing
Overjoyed
Oversensitive
Overwhelmed
Pained
Panicked
Paralyzed
Paranoid
Passionate
Pathetic
Patient
Perplexed
Perseverant
Pessimistic
Petrified
Phobic
Phony
Placid
Playful
Pleased
Poisonous
Powerless
Prejudiced
Preoccupied
Present
Privileged
Productive
Punishing
Pushy
Quarrelsome
Quiet
Radiant
Ranting
Rapturous
Reactive
Rebellious
Receptive
Recoiling
Reflective
Rejected
Relaxed
Reliable
Remorseful
Reprimanding

Repulsed
Resentful
Reserved
Resistant
Resourceful
Respectful
Responsible
Responsive
Rested
Restless
Retaliating
Revengeful
Rigid
Robotic
Rotten
Rude
Sadistic
Sane
Sarcastic
Satisfied
Scared
Scolding
Scornful
Screaming
Secretive
Secure
Seething
Self castigating
Self absorbed
Self affirming
Self conscious
Self critical
Self denigrating
Self deprecating
Self hating
Self sufficient
Sensitive
Serene
Serious
Shaky
Shallow
Sharing
Sharp
Short tempered
Shrill
Shut down
Shy
Sick
Since
Slighted
Slouching
Slow
Sluggish
Slumped
Smiling
Smothered

Solid
Sorrowful
Sour
Spirited
Spiteful
Spontaneous
Spunky
Squirming
Stable
Steady
Stern
Stiff
Still
Stilted
Stonewalling
Stony
Stressed
Stubborn
Stuck
Suffering
Sulky
Sullen
Sunny
Superior
Supported
Supportive
Sure
Surprised
Suspicious
Swearing
Sweet
Sympathetic
Tactless
Taut
Tearful
Tenacious
Tender
Tense
Terrible
Terrified
Territorial
Thankful
Thoughtful
Threatened
Thrilled
Ticked off
Tickled
Tight
Timid
Tired
Tolerant
Tormented
Tortured
Touched
Touchy
Trapped

Trembling
Troubled
Trusting
Truthful
Twitching
Unassuming
Unbending
Unburdened
Uncaring
Uncertain
Uncomfortable
Unstanding
Uneasy
Unfair
Unhappy
Unhurried
Uninterested
Unique
Unpleasant
Unresponsive
Unsure
Unwelcoming
Unworthy
Upbeat
Uplifted
Upset
Uptight
Useless
Venomous
Victimized
Vigorous
Vindictive
Violent
Vulnerable
Waiting
Warm
Wary
Weak
Weary
Welcoming
Withdrawn
Wonderful
Wozy
Worldly
Worried
Wronged
Yelling
Youthful