UBS WOMEN'S NETWORK

ALL BAR NONE

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BUILDING A POWERFUL PERSONAL BRAND

A powerful personal brand makes you repeatable and memorable. It's your career leverage both in-house and your next job.

I once heard a man tell a compelling story about the parallels between cybersecurity and fly fishing. He was forever known as the 'fly fishing' guy at a California-based fintech bank. It became his personal brand.

Our work in this session is to put some certainty around YOUR personal brand.

In order to do this, we answer some fundamental questions:

1. who are you?

2. what do you stand for?

3. who would read your legacy?

CORE VALUES EXERCISE

Look at the list of 50 core values on this list.
Pick 10 and list them in the box below.

Pick 5.
Narrow it down to the top 2 that are your core values when you strip away work.

Acceptance	Curiosity	Joy	Romance
Accomplishment	Emotional Health	Leadership	Security
Abundance	Environment	Loyalty	Self-Care
Achievement	Excellence	Nature	Self-Expression
Adventure	Family	Openness	Self-Mastery
Altruism	Flexibility	Orderliness	Self-Realization
Autonomy	Freedom	Personal Growth	Sensuality
Beauty	Friendship	Partnership	Service
Clarity	Fulfillment	Physical Appearance	Spirituality
Commitment	Fun	Power	Trust
Communication	Holistic Living	Privacy	Truth
Community	Humor	Professionalism	Vitality
Connecting to others	Integrity	Recognition	Walking the Talk
Creativity	Intimacy	Respect	Other:

Pick 5 from the 10 you chose and list them below

Narrow the 5 down to your top 2. Ideally these are WHO YOU ARE, when you strip away work. Think about why are they important to you?

WHAT MAKES YOU UNIQUE?

Unique doesn't mean "different just for the sake of being different." It means embracing and accentuating your authentic self without conformity or compromise. It's about leaning into - not hiding - your "peculiarities."

Partner up with another woman in the room.

What 3 words would she use to describe you?

Now switch, and do the same for your partner.

Write your 3 words below.

WHAT ARE YOU EXCEPTIONALLY GOOD AT?

The clues lie in the answers to these questions:

- What's in your practical experience? Your job?
- What do you obsess over?
- What advice do your friends repeatedly seek you out for?
- What's a problem you solved for yourself?

WHAT DO YOU ENJOY TALKING ABOUT?

Oprah Winfrey once said the key to remarkable interviews was simply asking great questions on topics she yearned to learn more about herself.

- Partner up with another woman in the room.
- What 3 words would she use to describe you?
- Now switch, and do the same for your partner.
- Write your 3 words below.
- Now switch, and do the same for your partner.
- Write your 3 words below.

WHAT IS YOUR UNIQUE VALUE PROPOSITION?

Why do people come to YOU instead of someone else?
What specific transformation do you guarantee that makes you the stand-out choice?
Get crystal clear on the concrete outcomes and changes in status or capabilities you deliver (that no one else does).

If your messaging revolves around product explanations, redirect to focus on the progress your customers will experience after working with you.
Sell the benefits, not the features.

For example, most women are drawn to my Mastermind by the prospect of giving a TEDxtalk on stage. That's a feature of this program.
But I'm most interested in the transformation you undergo, getting clarity on your brand or legacy, relationship with yourself.

GETTING OUT OF YOUR COMFORT ZONE

I recommend getting outside your comfort zone at least once a week. Why?

Life is invariably hard.

But if we keep flexing that muscle, where we are getting uncomfortable on a regular basis, we can do hard things.

We have tools to manage the stress, the unexpected challenges, and the curveballs thrown at us. So I'm going to run you through a series of exercises to get you outside your comfort zone now.

Let's talk about what came up for you.

FEAR EXERCISE

We often don't speak of our fears. We shove them down into places where we don't deal with them. The point of this exercise is to confront them and maybe even release them.

- Pick a goal you have. Maybe it's to write a book, maybe it's about something else.
- Write down ALL the fears you have around the topic.

Examples: "I'm not good enough" "Nobody will read what I write" or "I won't have the time"

Partner up.

- Partner A. Partner B.
- Partner A says their affirmation. Share some variations of it.
- Partner B receives it with enthusiasm.

Example:

- Partner A. I deserve to have a mid six figure salary.
- Partner B. You are absolutely right you do.
- Now switch roles.

PERSONAL LAW EXERCISE

What are some of the most significant negative beliefs you have about yourself?

Chances are —they are not true. But they operate as they are true.
Sometimes, they are obvious (I'll never be thin) or sometimes they are subtle (I procrastinate because it's not safe for people to know who I am)

Finish these sentences:

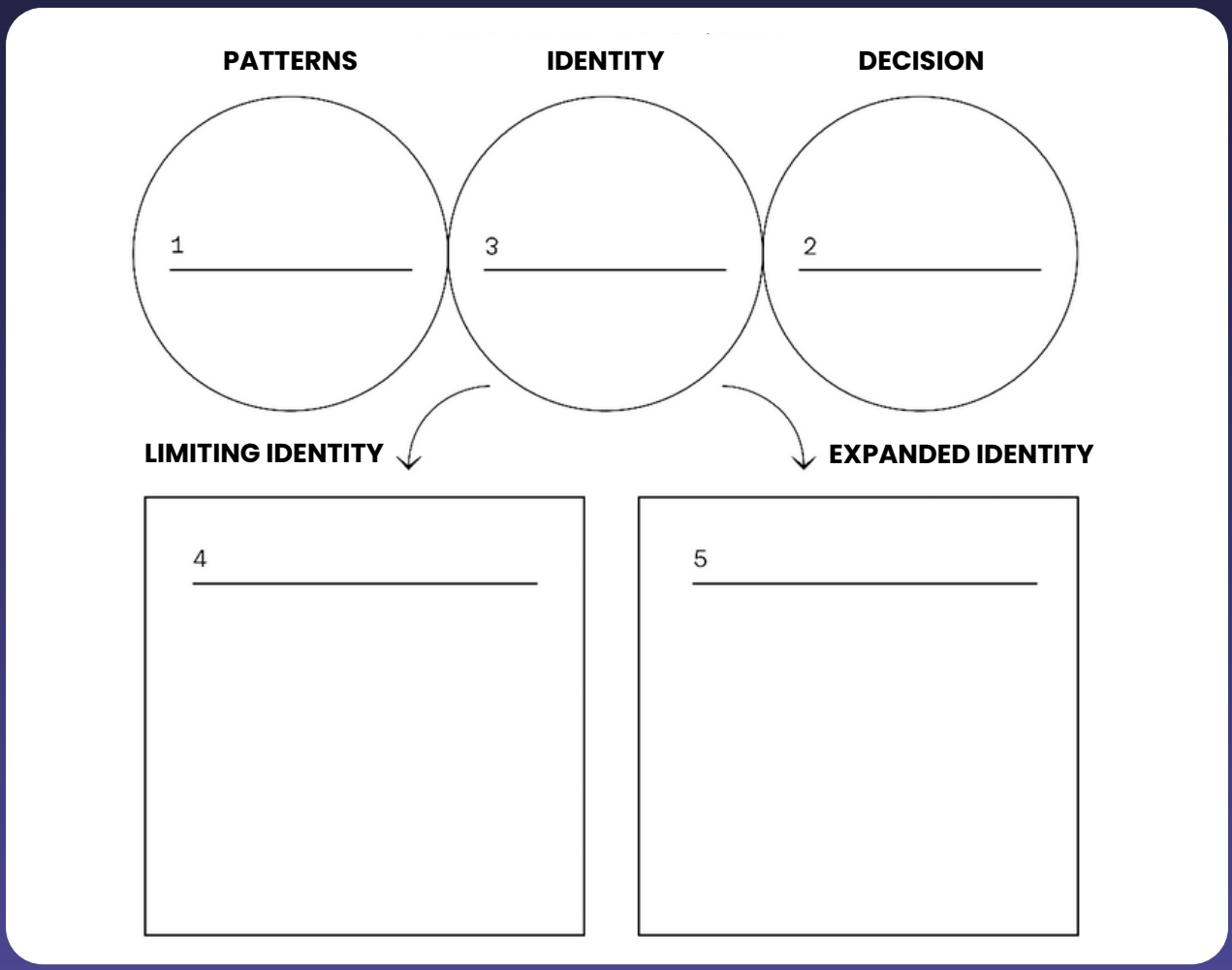
- The worst thing about me is
- My most negative thought about myself as a writer is or as a leader is
- My biggest obstacle to writing or leading effectively is
- The very worst thing I can say about my writing or my leadership is

Read your answers to the above. Which has the most emotional charge?
Chances are, that's your personal law

DESIGNING FUTURE YOU

WORKSHEET 1: THE FIVE KEYS TO TRANSFORMATION

- **Patterns.** What are thoughts, emotions, behaviors that are SO ingrained in your body, that they keep you from getting the things "FUTURE YOU" wants. List them out on the worksheet. Raising awareness is a key first step in crafting future you.
- **Decision.** What if you made a key decision today to become 'FUTURE YOU?' What would that decision be?
- **Identity.** Who are you? Who are you not? Tony Robbins once said, "The strongest force in the human personality is the need to stay consistent in how we define ourselves."
- **Describe your limiting identity.** This is your old operating system, which you have gotten really good at operating. List out all of the limiting beliefs you currently have. Give this identity a name.
- **Describe your expanded identity.** What traits does she have? List them out.



DESIGNING FUTURE YOU

What is the new story about yourself

What's different language you can use to start bringing your future self into existence now? How can you start talking about your future self in your everyday? Instead of describing what is, how can you choose what Dr. Ben Hardy calls "Generative language" to talk about what you are going to do

Write a letter to yourself in June 2024 with the above integrated?

LETTER TO FUTURE YOU

In January, you all wrote yourself a letter that you would open come June

Benefits of writing a letter to your future self

They can be powerful tools for remembering
A letter from January can remind you of the person you were when you wrote the letter. We have been doing intense personal and professional work these 5 months. By including facts about your life and questions for the future, you can remind yourself of where you were emotionally, physically and mentally then.

They can help you realize how much you've grown
What was important to you in January? What were you doing? What did you want for your future? The past version of yourself might have never envisioned you living where you live, working where you work or being friends with specific people. Your letter can be a good reminder of how much you have grown.

They can help you refocus on what's important to you
The very act of writing your letter can help you refocus on your priorities and can motivate you to improve certain aspects of your life. When you reread the letter in the future, your past self might remind you of what matters most. Maybe there were goals you had that you forgot about, accomplishments you wanted to achieve or actions you wanted to take. Reading the letter can help you remember what you hoped for your future.

They can help you keep your perspective
Sometimes, the opinions and hopes you express in a letter reflect a certain time and are no longer relevant. If you wrote a letter ten years ago, for example, you might have written about a relationship you cared a lot about. The person you wrote about might not exist in your life anymore, and knowing what you know now, you're likely ok with it. The same can be true for your future self.

Letters from your past can serve as a powerful reminder that most things are temporary. Current dramas, struggles, or frustrations might have faded from your memory by the time you read your letter.

Source: Indeed.com

LETTER TO FUTURE YOU

If you haven't written the letter yet, instructions on how to write a letter to your future self

STEPS YOU CAN TAKE:

1. Decide how far into the future you want to read your letter

With any letter, your content depends on the recipient. The content of your letter to your future self might change depending on whether you're writing for someone three months or three years into the future. You can write the letter as far into the future as you like, or you could choose to write multiple letters to different future versions of yourself. You might know there's a specific time in the future when you'll want to reread your letter.

The reasons you choose to write the letter can be very personal, or they might just be for fun. For example, if you're working toward a promotion at work, you could write yourself a letter for when you expect to meet the goal. You might decide to write yourself a letter once a year, on your birthday or New Year's Day, when you reread last year's letter. This can be a great way to check in with yourself and ensure you're prioritizing your self-improvement and goals.

2. Talk about what's going on in your life

As you write the content of your letter, provide context for your future self. Consider dating the letter and including a summary of what's happening in your life. Providing context can serve two purposes. The first is that it can be a fun reminder of where you were. The second is that it can show you how much has happened between the letter's writing and your reading of it. If you're writing your letter for self-improvement, it's important to note where you're starting from.

Source: Indeed.com

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STEPS YOU CAN TAKE:

3. Express your hopes and aspirations

Talk about what you hope your future self has accomplished. You could talk about a project you've started that you hope to finish, a goal you have or a desire you have for your future. When you read the letter in the future, your words might make you feel proud because you've accomplished what was important to you. Or, if you're still working toward those goals, your letter can offer extra inspiration to recommit to yourself.

4. Ask yourself questions

Consider including questions for your future self in your letter. Ask how a presentation went, if you became closer with a new friend, or if something you were looking forward to happened. These can also add context for your future self about what was important to you when you wrote the letter. The answers to the questions might surprise you.

5. Express gratitude and kindness for yourself

Finally, remember to include words of affirmation, kindness and support to your future self. Your reader, whoever and wherever they are, might need to hear them. You never know the position you might be in when you finally read the letter, and hearing that you're cared for and loved can help you stay positive. Try not to include criticisms or frustrations of yourself in the letter. These words can be hurtful to read later and often do little to promote your journey toward self-improvement.

Source: Indeed.com

LETTER TO FUTURE YOU

If you haven't written the letter yet, instructions on how to write a letter to your future self

Here's an example of a letter to help give you ideas on how to write your own. Remember to make your letter unique to you, your goals, and your needs. Your letter may look very different from the example.

January 20th, 2024

Dear June 2024 Christina.

Happy birthday!

Congratulations on making it to May. I'm writing this letter from my bedroom. Today was a really great day. Peter made my favorite coconut cake, we took Koda for a long walk around the lake and Julie and Rebecca joined us for cocktails on the porch after dinner.

I've thought a lot today about my goals for this year, and I've decided I want to focus more on building my own thing. For so long, I haven't enjoyed work. I feel newly focused on discovering my potential.

This year, I'm going to focus on building my relationships at work and on proving myself as a professional. I hope that by this time next year, I've accomplished some of those professional goals, I'm making a higher salary and I'm closer to having my own thing. Did you finish moving in? Have you kept up with your daily walks? Whatever the answers, I hope you're living a life you're proud of.

All the best, Jan 2023
Christina

Source: Indeed.com