

TIME TO MAKE AN  
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*FUTURE-PROOF YOURSELF TODAY SO YOU CAN*

**CREATE A CAREER YOU LOVE**

AND EXCEL IN - WITH EASE!

*(WITHOUT HAVING TO START FROM SCRATCH!)*

# TIME TO MAKE AN IMPA



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ARE YOU AN AMBITIOUS PERSON WHO DOESN'T ACCEPT  
AN AVERAGE CAREER WITH AN AVERAGE INCOME AND  
AN AVERAGE LIFESTYLE?

*THIS WORKBOOK IS FOR YOU IF YOU:*



KNOW YOU HAVE THE POWER TO TAKE CONTROL OVER  
YOUR OWN DESTINY AND LEVEL OF SUCCESS

*- AND JUST NEED A LITTLE GUIDANCE ON THE 'HOW TO'*



ARE WORRIED ABOUT YOUR FUTURE, YOUR JOB,  
QUALIFICATIONS AND HOW IT CAN AFFECT YOUR  
INCOME & RELEVANCE IN THE CHANGING ECONOMY

*- BUT DON'T HAVE THE TIME, ENERGY, MONEY AND/OR MOTIVATION  
TO GO BACK TO UNI TO START FROM SCRATCH*



ARE YOU WORKING TOO HARD BUT CAN'T SEEM TO PROGRESS  
OR FEEL THAT WHAT YOU'RE DOING ISN'T MAKING THE IMPACT  
YOU KNOW YOU CAN AND WANT TO MAKE

*- BUT DON'T KNOW HOW YOU CAN STAND OUT WITHOUT HAVING  
TO BE LOUD, A SHOW OFF OR AN EXTRAVERT*

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IF ANY OF THESE SOUND FAMILIAR

IT MEANS YOU HAVEN'T CLARIFIED AND/OR COMMUNICATED  
CLEARLY WHAT  
MAKES YOU UNIQUE, WHAT OTHERS ARE DRAWN TO AND  
HOW YOU CAN ADD VALUE TO THEM

SO

YOU CAN CAPITALISE ON YOUR STRENGTHS

*and do it quickly and easily!*

IF THIS IS TRUE, THEN THIS WORKBOOK WILL HELP YOU  
TO GAIN INSIGHTS ON HOW

- YOU CAN IDENTIFY YOUR STRENGTHS
- YOU CAN USE YOUR EXISTING EXPERIENCE AND EXPERTISE TO NOT ONLY PURSUE YOUR INTERESTS BUT ALSO CAPITALISE ON THEM
- CREATE STABILITY AND SECURITY IN YOUR LIFE WITHOUT HAVING TO RELY ON OTHERS AND
- YOU CAN USE THE ECONOMICAL CHANGES TO YOUR ADVANTAGE BY FOCUSING ON WHAT MAKES YOU UNIQUE AND THE HUMAN BEING THAT YOU ARE

NOT BEING WHERE YOU WANT TO BE IS

**NOT** YOUR *FAULT*

*but your responsibility*

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THIS WORKBOOK WILL HELP YOU IF ANY OF THESE REFLECT YOUR  
CURRENT REALITY



YOU NEVER IMAGINED BEING IN THE SITUATION YOU ARE IN  
NOW AS YOU ARE USED TO EXCELLING AND HAVE ENJOYED  
SUCCESS

*BUT NOW YOU HAVE LOST THE DRIVE TO SUCCEED BECAUSE YOU  
DON'T THINK YOU ARE DOING THE BEST YOU CAN DO (ANYMORE)*



YOU CRINGE WHEN PEOPLE ASK YOU WHAT YOU DO FOR A  
LIVING BECAUSE YOU ARE NOT PROUD OF WHAT YOU DO

*AND YOU FEEL YOU HAVE BECOME JUST ONE OF MANY WITH  
NOTHING SPECIAL THAT DIFFERENTIATES YOU FROM THE REST*



PERHAPS YOU FEEL YOU SHOULD BE MUCH FURTHER AHEAD IN  
LIFE TO WHERE YOU ARE NOW WHICH ONLY CAUSES ANXIETY  
AND STRESS BECAUSE YOU FEEL STUCK

*AND CAN'T SEE OR IMAGINE 'HOW TO' CHANGE THE SITUATION  
WITHOUT STARTING OVER AND FROM SCRATCH - ALSO FINANCIALLY*



OR YOU SIMPLY FEEL PRESSURED TO FIND YOUR ONE  
PASSION SO YOU CAN MAKE A LIVING OUT OF IT

*WITHOUT LOOKING FLAKY BY PURSUING ALL OF THEM FIRST*

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## HOW DO I KNOW THIS?

*BECAUSE I WAS IN THE SAME SITUATION - ONLY 4 YEARS AGO*

I WAS CHASING A CAREER THAT I THOUGHT WAS MY CALLING.

I INVESTED ALL MY TIME AND ENERGY IN IT. WORKED LONG HOURS - ALWAYS PRIORITISED MY JOB OVER MY RELATIONSHIPS AND DEFINED MYSELF BY THE STATUS AND INCOME I HAD.

I DID HAVE SUCCESS AND CLIMBED THE LADDER FAIRLY QUICKLY. IN FACT, BY THE AGE OF 28 YEARS, I HAD A MORE SENIOR ROLE THAN I SET MYSELF AS A GOAL FOR WHEN I'M 35 YEARS OLD.

ALL SOUNDS GREAT, RIGHT?

WRONG!

I DIDN'T REALISE IT AT FIRST BUT IT BECAME A RE-OCCURRING THING - SUNDAY AFTERNOONS BECAME A NIGHTMARE - MY STOMACH TURNED UPSIDE DOWN, JUST THINKING ABOUT THE WORK WEEK AHEAD.

I HAD SWEATY NIGHTS, ANXIETY ON THE WAY TO WORK, LOST CONFIDENCE IN MY ABILITIES, THOUGHT 6 TIMES BEFORE I DID ANYTHING, WENT THROUGH ALL THE WORST CASE SCENARIOS OF THIS ACTION AND DOUBTED MYSELF THAT I WAS GOOD ENOUGH FOR THE ROLE.

*BUT IT GOT EVEN WORSE.*

I WAS PUT ON A PERFORMANCE IMPROVEMENT PLAN.

GIVEN I HAD A BIG MORTGAGE AND WAS ON MY OWN IN A DIFFERENT COUNTRY TO WHERE I GREW UP WITH NO SAFETY NET OR SUPPORT NETWORK, I HAD TO DO SOMETHING.

I NOT ONLY HAD TO, I ALSO HAD TO DO IT QUICKLY.

IT WAS THROUGH MEETING A RECRUITER THAT - FOR THE FIRST TIME IN MY LIFE (AND I WAS 30 BY THEN) - I CONSIDERED A DIFFERENT CAREER OUTSIDE THE KNOWN. EVER.

SHE ASKED ME IF I WAS INTERESTED IN RECRUITMENT.

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*I SAID NO.*

WHILST MY FIRST REACTION WAS NO - I RECONSIDERED IT AND STARTED TO PLAY AROUND WITH THE THOUGHT AND DID MY RESEARCH WHAT IT MEANS TO BE A RECRUITER.

EVEN THOUGH I WAS PLACED 3X BY A RECRUITER MYSELF, I DIDN'T KNOW EXACTLY WHAT WAS INVOLVED IN THE ROLE.

THE MORE I LOOKED INTO IT, THE MORE EXCITED I GOT AND DECIDED THIS IS EXACTLY WHAT I WANT TO DO!

IT COMBINES MY PASSION FOR BEING WITH PEOPLE, UNDERSTANDING THEIR DRIVERS, HELPING THEM TO GROW AND GIVING THEM A GOOD FEELING WHEN ACHIEVING SOMETHING THAT WAS BEYOND THEIR LIMITING BELIEFS (THAT WAS EVEN MY MOTIVATION TO BECOME A PERSONAL TRAINER AT THE AGE OF 16).

THIS WAS IT! I WANT TO BE A RECRUITER.

*THEN THE NEXT HURDLE CAME - ONE REJECTION AFTER THE NEXT, THE SAME REASON FROM PRETTY MUCH EVERY AGENCY:*

*'You don't have sales experience and we don't think we can teach you either.'*

*IT WAS A PERSONAL CONNECTION WHO MADE ME REALISE WHAT IT IS THAT THEY WANT!*

A FRIEND CONNECTED ME WITH ONE OF HIS FRIENDS WHO WAS A RECRUITER. IT TURNED OUT TO BE ONE OF THE BIGGEST BLESSING BECAUSE I COULD GET ALL THE INSIGHTS FROM THE OTHER END - SOMETHING I WAS ALWAYS GOOD AT IN MY MARKETING CAREER BECAUSE MARKET RESEARCH WAS ALWAYS PART OF MY BRAND & PRODUCT MANAGEMENT ROLES.

LONG STORY SHORT - I EVENTUALLY GOT TO AN INTERVIEW WITH PRETTY MUCH THE LAST AGENCY LEFT THAT HADN'T REJECTED ME AND BOY - I OWNED IT:

I FOCUSED ON ALL TRANSFERABLE SKILLS THAT I BUILT UP OVER THE 10 YEARS:

- > FROM MOVING OVERSEAS ON MY OWN
- > HAVING TO START FROM SCRATCH IN MY CAREER AND STILL PROGRESSED QUICKLY
- > BUILT UP A SIDE HUSTLE WITH PERSONAL TRAINING, WITHOUT EXISTING NETWORK

DUE TO MY ABILITY TO

- > SEE OPPORTUNITIES
- > HAVE THE RESILIENCE TO REALISE THOSE AND
- > MY PASSION FOR PEOPLE AND DRIVE TO HELP THEM SUCCEED.

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THAT WAS IT - THE START OF A NEW CAREER & LIFE

*IN MY FIRST QUARTER, I ALREADY MADE COMMISSION - WHILST THE STANDARD TIMEFRAME FOR NEWBIES IN THE INDUSTRY IS 6-9 MONTHS.*

ONLY 8 MONTHS AFTER STARTING IN THIS NEW INDUSTRY -

*STARTING A NON-EXISTING DESK (DIGITAL) FROM SCRATCH WITH NOT ONLY NEEDING TO UP-SKILL MYSELF IN THAT AREA AS I HAD NEVER BEEN EXPOSED TO IT PRIOR BUT ALSO HAVING TO BUILD UP AN ENTIRELY NEW CONTACT LIST*

I WAS PROMOTED TO MANAGING CONSULTANT WITH 1, THEN 2 DIRECT REPORTS TO EVENTUALLY HEADING UP A NEW BUSINESS UNIT.

*18 MONTHS LATER, I HAD BUILT A STAND-ALONE PRACTICE OF 6 CONSULTANTS AND ME, WON AWARDS AND CONTINUED TO MAKE COMMISSION BASED ON MY OWN CONTRIBUTION.*

*WHAT WAS THE DIFFERENCE?*

*WHY DID I EXCEL IN A CAREER WHERE I HAD ZERO PRIOR EXPERIENCE IN, COULD RELY ON ZERO CONTACTS AND HAD ZERO EXPERTISE IN EITHER?*

**IT WAS THE FACT THAT**

**> I COULD PLAY TO MY NATURAL STRENGTHS IN AN ENVIRONMENT THAT I WAS INTERESTED IN, DOING SOMETHING I AM PASSIONATE ABOUT**

**> I WAS ABLE TO REALISE WHAT IT IS THAT I'M GOOD AT AND COMMUNICATE CONFIDENTLY HOW I WOULD APPLY THOSE SKILLS BASED ON MY PREVIOUS EXPERIENCE (EVEN THOUGH IT WAS IN A DIFFERENT CONTEXT) IN THIS NEW ENVIRONMENT SO I WOULD ADD VALUE TO THE AGENCY.**

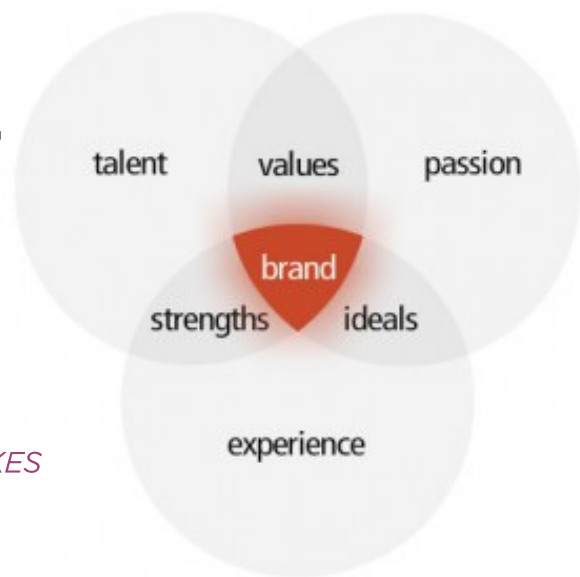
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THE REST IS HISTORY.

SINCE THEN, I HAVE WORKED WITH HUNDREDS OF AMBITIOUS PEOPLE AND HELPED THEM FIND A CAREER THEY LOVE AND CAN EXCEL IN, BY KNOWING, OWNING AND COMMUNICATING CONFIDENTLY WHAT MAKES THEM UNIQUE.



*AND BECAUSE HAVING A SYSTEM IS WHAT MAKES AN APPROACH REPEATABLE, I DEVELOPED:*

## A 5-STEP-PROGRAM TO BUILD YOUR PERSONAL BRAND SO YOU CAN MAKE THE IMPACT YOU WANT TO MAKE

*THAT CONSISTENTLY DELIVERS OUTSTANDING RESULTS FOR ANY AMBITIOUS PEOPLE WHO WANT MORE FROM A JOB TO JUST A PAY CHECK FOR BILLS.*

YOU ARE ABOUT TO DISCOVER WHAT THE CHANGING ECONOMY LOOKS LIKE, HOW IT SHAPES THE JOB MARKET AND HOW YOU CAN USE IT TO YOUR ADVANTAGE AND FUTURE-PROOF YOURSELF  
BY IDENTIFYING AND CREATING OPPORTUNITIES

*BASED ON YOUR NATURAL STRENGTHS, EXPERIENCE AND EXPERTISE YOU ALREADY HAVE AND HOW YOU CAN USE THOSE TRANSFERABLE SOFT SKILLS IN A CAREER*

THAT YOU LOVE AND CAN EXCEL IN -  
WITHOUT GOING BACK TO UNI AND WITHOUT HAVING YEARS OF EXPERIENCE IN THE FIELD OR INDUSTRY!



# TIME TO MAKE AN IMPA



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## VISION

without knowing where you go,  
any road will bring you there

## YOU

get clarity on everything  
that makes you you

## WHO

is it that is crucial  
for your success

## WHAT

is your  
unique offer

## HOW

to get seen by the  
ones who matter

*PS - THE LAST STEP, THE 'HOW' IS NOT COVERED BY THIS WORKBOOK.*

*IT IS THE MARKETING OF YOUR BRAND - THE TIP OF THE ICEBERG AND REQUIRES MORE ATTENTION.  
IT WILL BE COVERED IN A SEPERATE WORKBOOK!*

**LET'S GET STARTED - IT'S TIME TO MAKE AN IMPACCCT!**

CREATE YOUR OWN  
CAREER YOU LOVE



Intro

## 17 JOBS. 5 CAREERS. 1.8 YEARS/ROLE

**These are predictions for how the future work will look like.**

*Chances that you do the same role in 5, 2 maybe even just 1 year from now on are quite slim. In fact, research suggests that over the next 10 years, about 25 Million jobs will be replaced through automation, AI and robotics.*

*Technology isn't a threat.  
It's the opportunity to be more human than ever again!*

It enables us to focus on human traits and characteristics, like creativity, emotions, problem solving, ... qualities that make us us.

- **Amazon** did not kill the retail industry.  
They did it to themselves with bad customer service.
- **Netflix** did not kill Blockbuster.  
They did it to themselves with ridiculous late fees.
- **Uber** did not kill the taxi business.  
They did it to themselves with limited the number of taxis and fare control.
- **Apple** did not kill the music industry.  
They did it to themselves by forcing people to buy full-length albums.
- **Airbnb** did not kill the hotel industry.  
They did it to themselves with limited availability and pricing options.



Technology by itself is not the real disruptor.  
Being non-customer centric is the biggest threat to any business.

..... Alberto Brea

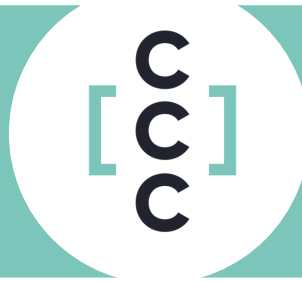
STAYING  
RELEVANT  
MEANS



being aware  
being analytical  
being pro-active  
being creative  
being adaptive

*Entrepreneurship* ISN'T A TITLE OR STATUS.

IT'S A *Mindset*



## YOU ARE YOUR ONLY *Insurance*

So invest in it and build your Personal Brand

**Personal Branding is NOT about fame.**  
**Personal Branding is NOT about being loud.**  
**Personal Branding is NOT about you.**

*Personal Branding is your Reputation*

It's what other people say about you  
when you are not in the room.

*It is what others associate with you (and your value) based on all experiences  
(online & offline, first hand or through others) they have had with you.*

*Good News!*

You can take control over your own Brand and Reputation through:

**CLARITY** on your strengths, what makes you You-ique and is in line with your values

**COMMUNICATING** your premium value clearly to those who matter

**CAPITALISING** on your strengths with confidence

*Success* IS A BY-PRODUCT OF *Progress*

*It's about making the right decisions, followed by taking the right actions. Over and over again.*

## Branding Marketing

*Your Reputation = Your REP = Reason Everyone Pays You*

**Having a Personal Brand in today's society - within or outside an organisation - is the single most valuable thing you could possibly have.**

Why?

- 1) People want to work with people the market trusts  
(aka: people that have been "validated" or "pre-approved.")
- 2) People want to collaborate with others who have an audience and/or established network of their own.
- 3) People want to hire people who are confident in their abilities and leaders in their respective industry.  
(not from a title point of view but from an attitude and traits perspective.)
- 4) People trust people who show up consistently and continuously in a certain way.
- 5) People gravitate toward those who share similar ideals, beliefs, and aspirations.

*Where most get it wrong....*

**Brand** = strategic

It is the sum of characteristics, values, and attributes that clarify what this particular brand is and is not.

It is what sticks in people's mind associated with a someone or something.

The message 'this is what I'm about and why I exist'.

**Marketing** = tactical

It is the active promotion of something or someone to get visibility and attention to provoke certain actions.

The is message 'buy me', 'take me',...

**Marketing with out Branding usually flops.  
Branding on its own works.**



*You don't have to be loud to be heard (or seen).*

## TIME TO BUILD THE BRAND CALLED YOU

### *Why should you invest in your Personal Brand?*

#### PERMISSION TO BE YOURSELF = Real > Perfect

Nobody can compete with who you are. Being your authentic self is the one and only way to stand out from the crowd. People can compete with education, experience, price, deliverables... but they can't compete with the sum of your personal traits, your upbringing, your expertise, your experience, your goals... as a whole.

#### DEVELOP CONFIDENCE

You develop confidence as you develop your Personal Brand as you start realising your strengths and knowing and owning how you can add value to others, in a way that is easy for you whilst excelling in it. Being aware of what it is that makes you unique and valuable to others, helps you to give you a direction in which to use them.

#### YOU CAN PIVOT AND WITH THAT, FUTURE-PROOF YOUR CAREER

A Personal Brand is more than just a job title or a specialisation. It is literally everything what makes you you and hones in on the person behind the expertise - the true reason why people (want or don't want) to connect with you.

A Brand is an emotional connection, based on the feeling about with someone and the value associated with them. It is not the actual facts (like expertise, title, position etc) that we remember about people but facts like 'rock climber who fell off the cliffs', 'named the business after her granny', 'loves yoga and bliss balls'.

It's those details that we associate with a story which then lets us connect with this person and remember them.

#### YOU BUILD CONNECTIONS, TRUST AND WITH THAT RELATIONSHIP

People buy of people (or not).

Through showcasing who you are and what makes you you, people can connect with you on more than just the professional level which builds trust and with that relationships.

It's those relationships that help you to get ahead as you always need people to support you in achieving your goals. Relationships are build on trust which happens over time when you show up consistently and continuously.

#### BUILD CREDIBILITY AND IMPROVE UPWARD MOBILITY

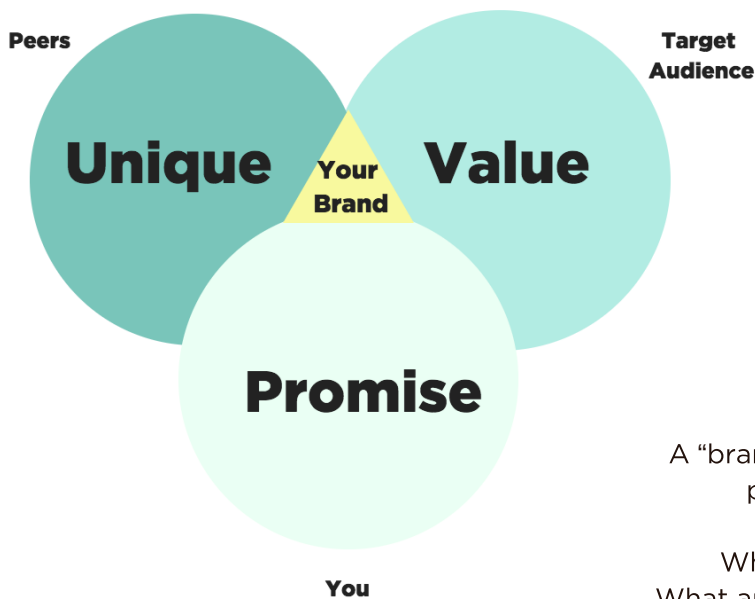
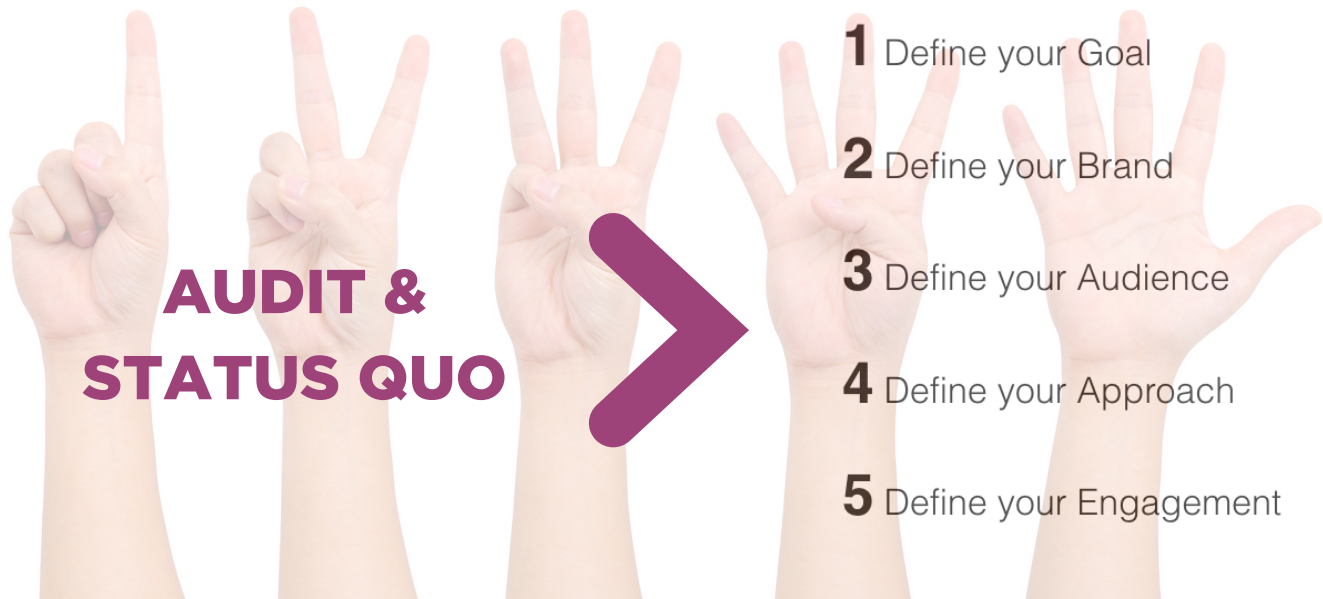
People want to know that you can do what you say you're going to do, not just by talking about it but by actually showing it. You build credibility not through your words but through your actions. If you live your Personal Brand and keep your Brand promise in everyday actions, you are automatically on the path to credibility and with that, the trust that you can tackle other roles that are in line with your strengths..

#### YOU CAN MAKE AN IMPACT

When you have a Brand, it's multi dimensional, your brand can make a bigger impact than when people only know your title. Sharing your mission or a vision is what resonates with people and creates a deeper meaning to behind your work.

When you make an impact that people want to be part of, you are also able to capitalise on it as they are emotionally connected as you provide a solution which is worth a premium for them.

## Time to accelerate in your Career by building your Brand



A “brand statement or promise” is like a personal mission statement.

What is it that makes you YOU?  
What are you better at than anyone else?  
What is it that people are happy to pay for?

# CREATE YOUR OWN CAREER YOU LOVE



5

## SKILL AUDIT

Just because you can doesn't mean you should.

You might be really good with numbers but you can't stand it and it feels like the biggest chore. This is called the 'curse of competency'. Sometimes you are good at it because of practice, not because of pure interest. This often leads you to a stage of good, never great as there is always someone else who is better at it because they put their heart and soul in it.

### SKILL

Think of this like an inventory list of things you can do.  
(Don't think about whether you enjoy them or not).

### ENJOYMENT LEVEL

Allocate a number towards how much you  
enjoy them.  
1 = despise, 10 = love.

eg.: Presentation  
Budget  
Project Management

10  
2  
7

# CREATE YOUR OWN CAREER YOU LOVE



6

## II INDUSTRY EXPERIENCE

Whilst each industry is special, there is always a common nominator that you liked/disliked about it. Find out what industries/environments you have worked with and what can be transferred to other industries who need the skills, expertise and relationships / networks only you have.

### INDUSTRY

What industries have you worked in and using what skills?

eg.: Fast moving consumer goods - Product Development  
(incl market research, presentation, creative campaigns, analytics)

### NETWORK

How strong are your relationships in those industries?

I have excellent contacts and a strong  
\*network in FMCG but also creative agency



## CREATE YOUR OWN CAREER YOU LOVE



7

### PUT IT ALL TOGETHER

Whilst each industry is special, there is always a common nominator that you liked/disliked about it. Find out what industries/environments you have worked with and what can be transferred to other industries who need the skills, expertise and relationships / networks only you have.

#### TOP RANKING SKILLS:

Presentation  
Training  
Communication

#### WHICH DEPARTMENTS COULD BENEFIT

HR/TRAINING  
MARKETING  
SALES

#### WHICH JOBS/TASKS COULD BENEFIT

TRAINER/FACILITATOR  
RESEARCH/PARTNERSHIPS/EVENTS  
KEY ACCOUNT MANAGER

## Time to build your Personal Brand

### 1.) What is your bigger vision, your purpose in life?

Think of - how you want your kids, your partner, people who matter to you remember you? What would you be proud of to have achieved in your life?

Hint: It's not about the big boats, beach houses and overseas trips.

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### 2.) What do you love doing (even unpaid)?

Think of – your interests, topics and activities you enjoy reading and talking about, listening to until the cows come home. What do you do in your spare time and then, think WHY you do it! What is it that you enjoy about the activity rather than just saying eg 'fishing', 'exercising', 'playing drums'...

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## Time to build your Personal Brand

### 3.) What are values and attributes important to you? (pg 10)

Please find some inspiration on page 10. Think of any aspect in your life - what's important to you; why are you choosing your favorite brands? What value do they deliver for you and what you need?

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### 4.) How do those values translate into actions?

Values are the base for all of our thoughts, actions and behaviours but also the base for expectations we have on other people's behaviour. How do they translate into actions that others can see, feel, hear ..?

**VALUE**

**ACTION**



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### 5.) What would others say about you? (use attributes from pg 10 as well)

Don't forget – Personal Branding is not about you. So it is important to incorporate others in the picture. What attributes would others associate with you? What is it that you are known and valued for by others? Think about your peers, family, friends, clients, managers ...

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# CREATE YOUR OWN CAREER YOU LOVE



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## Values & Attributes

Accountability  
Accuracy  
Achievement  
Adventurousness  
Altruism  
Ambition  
Assertiveness  
Balance  
Being the best  
Belonging  
Boldness  
Calmness  
Carefulness  
Challenge  
Cheerfulness  
Clear-mindedness  
Commitment  
Community  
Compassion  
Competitiveness  
Consistency  
Contentment  
Continuous  
Improvement  
Contribution  
Control  
Cooperation  
Correctness  
Courtesy  
Creativity  
Curiosity  
Decisiveness  
Democratize  
Dependability  
Determination  
Devoutness  
Diligence  
Discipline  
Discretion  
Diversity  
Dynamism

Excellence  
Excitement  
Expertise  
Exploration  
Expressiveness  
Fairness  
Faith  
Family-  
orientedness  
Fidelity  
Fitness  
Fluency  
Focus  
Freedom  
Fun  
Generosity  
Goodness  
Grace  
Growth  
Happiness  
Hard Work  
Health  
Helping Society  
Holiness  
Honesty  
Honor  
Humility  
Independence  
Ingenuity  
Inner Harmony  
Inquisitiveness  
Insightfulness  
Intelligence  
Intellectual Status  
Intuition  
Joy  
Justice  
Leadership  
Legacy  
Love  
Loyalty

Perfection  
Piety  
Positivity  
Practicality  
Preparedness  
Professionalism  
Prudence  
Quality-  
orientation  
Reliability  
Resourcefulness  
Restraint  
Results-oriented  
Rigor  
Security  
Self-actualization  
Self-control  
Selflessness  
Self-reliance  
Sensitivity  
Serenity  
Service  
Shrewdness  
Simplicity  
Soundness  
Speed  
Spontaneity  
Stability  
Strategic  
Strength  
Structure  
Success  
Support  
Teamwork  
Temperance  
Thankfulness  
Thoroughness  
Thoughtfulness  
Timeliness  
Tolerance  
Traditionalism

## Time to build your Personal Brand

### 7.) Who is the person who influences you achieving your goal?

Remember – in order to achieve your goal, you need to get people on board and provide value to them. Think of the role you want to achieve and the people who are involved in you getting there. Who is it that you can provide value to and what commonalities do you share? Be quite specific in terms of the person you want to work with/for as having a lot of similarities, sharing the same beliefs and values etc is the moment when work doesn't feel like hard work; there is already a connection without convincing. Be as descriptive as you can!

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### 8.) What are their biggest pain points?

Hint – EVERYONE needs something! It is your responsibility to identify what it is based on match it with what you can provide. Don't wait for them to ask you to do something but think 2 steps ahead and identify what it is that you can do for them that solves their pain points. This goes way beyond the actual problem. What is it that keeps them up at night? What it is that is the underlying problem to what the 'actual' problem is?

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## Time to build your Personal Brand

### 9.) What is the best result that you can get for people?

Remember – that has nothing to do with official qualifications or hard skills. What can you do for others that comes easily to you and you do exceptionally well, better than others? It might be being an excellent organiser or a problem solver, a great communicator who always sorts out fights ...

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### 10.) What is it that people always complement you on and turn to you for?

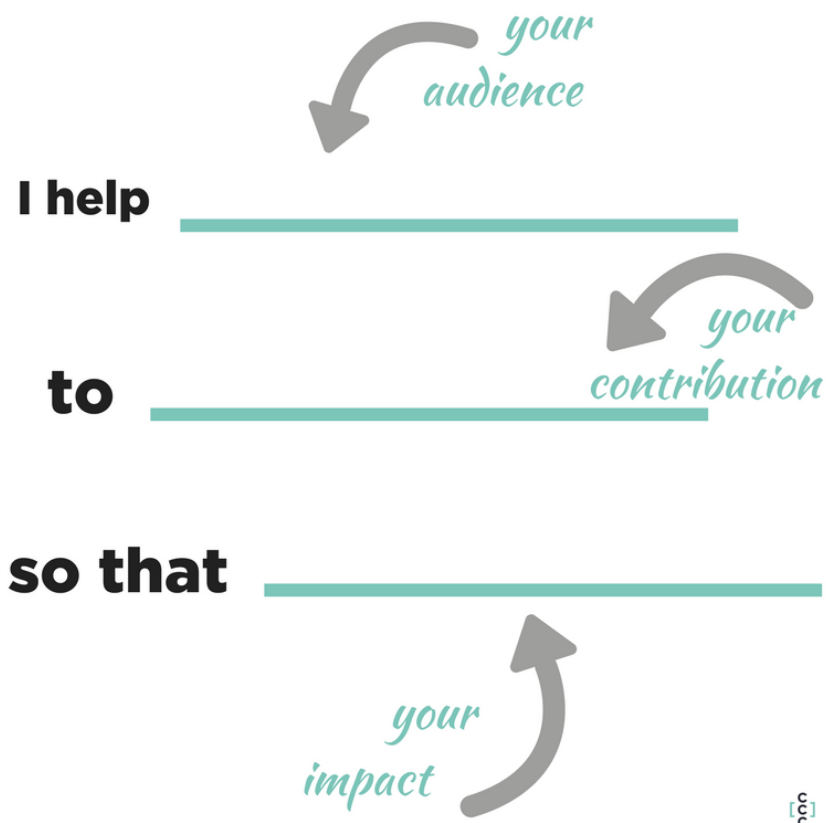
Remember – each and everyone of us has at least one super power, a trait that we can always rely on, no matter how good or bad a situation is. What is your strength that comes over and over and people notice?

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When it all comes together ...



*You can never compete on price but you can compete on value -  
on value others perceive when engaging with you.*

**And your value is made up by YOU and YOU only.**

**If you don't value yourself and see the package that comes  
with you as premium, how can anyone else see it?**

**Happy Branding!**

*Felra*

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**TIME TO TAKE CONTROL AND**  
CREATE A CAREER  
YOU LOVE & CAN EXCEL IN  
WITH IMPACCCT