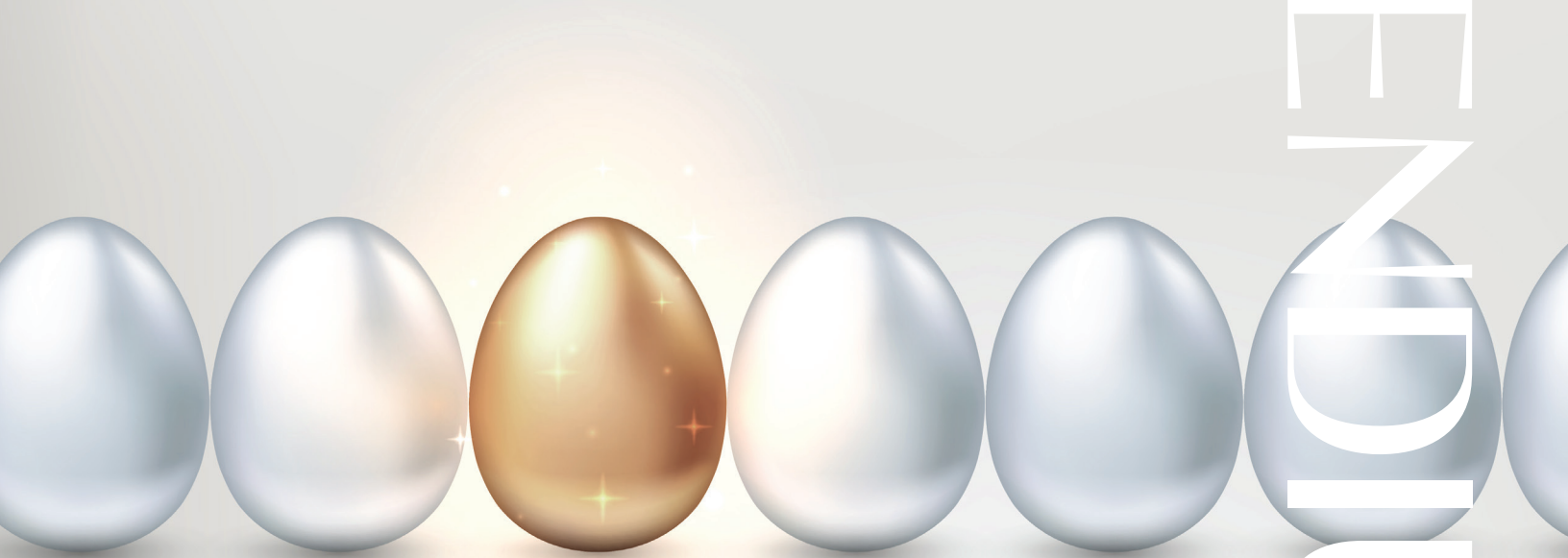


## WELCOME TO THE FUNDAMENTALS OF BRAND LEADERSHIP

Articulate your expertise and “why”  
with conviction to achieve the  
impact and fulfillment you deserve



  
**Revealing Genius™**  
*Distinguish Your Brand™*

COMPENDIUM

## Featuring the Excavate-Tell-Affirm™ Process

### DAY 1

Identify what gives you energy

### DAY 2

Discover your purpose

### DAY 3

Headline your signature  
brand stories

### DAY 4

Discern your key messages

### DAY 5

Own your strengths

### DAY 6

Try on your  
positioning statement

### DAY 7

Bring your brand together

Your Name

Date

Month

Year

CONTENTS

## CONGRATULATIONS!

You have invested in a bespoke, proven methodology, the ETA process. It is swift, thorough, energizing and mindfully engineered to align with achieving the goals you most desire (and deserve) for your personal brand.

In just a few hours of time, you will internalize the framework, EXCAVATE-TELL-AFFIRM™, which can be referenced over and over again. Think of it as the springboard to evolve your personal brand.

Visionary thought leaders including consultants, business owners, global C-level executives, physicians, public servants, military leaders, PhDs and consultants have benefitted from this process. They are like you - - - they are dreamers, innovators, thinkers, explorers, builders of good.

**Are you ready to experience a profound shift in the way you think about your personal brand?** Would you like to reach a new level of masterful self-awareness to drive broader impact? Perhaps find the right words that resonate with your target audience and ensure you feel heard? Wouldn't it be nice if you could muster the moxy to think, speak and act deliberately, to become the recognized expert and influencer you deserve, knowing you are on the right path?

Yes! We are here as catalysts to support you every step of the way.

Contrary to popular belief, transformation doesn't have to be stressful. It can actually be quite energizing and fun, particularly when supported by a cadre of like-minded leaders who are dedicated to leaving their corner of the world much better than when they found it. The process works faster when you feel light and open.

Consider this Compendium a keeper, something you'll want to revisit often to add new ideas, craft new keystone goals and clarify the vision you have for your brand.

Best of all? The ETA process is surprisingly simple and straightforward. We can almost guarantee that you will experience some aha moments. Alumni have said it has dramatically increased their clarity, confidence and conviction about the direction they were headed.

Welcome to The Fundamentals of Brand Leadership. We are so glad you are here. Let your transformation begin.



**Mary E. Maloney**  
Principal | Brand Strategist

# DAY 1

## Identify What Gives You Energy

More of This Please

Less of This Please

**CONSIDER:** Spirituality, Health & Style, Relationships (Family, Friends, Community), Work & Finances, Recreation & Social (Fun), Learning & Education

**YOUR "BRANDTHEM™":** A song that always & instantly increases your energy level  
Brand + Anthem = Brandthem™

# DAY 2

## Discover Your Purpose

**INDIVIDUAL PROMPT:**

Your 2-Word Purpose Statement:

What immediately came up for you?

**BREAKOUT SESSION:**

If you were interviewed by a member of the media or on a podcast host and were asked, “What do you Stand For?” –What would you say, with conviction?

**THIS WEEKEND:**

Try this on: I exist to serve by:

Put your 2-word Purpose Statement here.

What came up for you as you thought about evidence to support it?

# DAY 3

## Headline Your Signature Brand Stories

### 10 QUESTIONS – CLUES TO WHAT YOU STAND FOR

1. Tell me, in your own words, about you, what's your story?
2. Tell me about your current state & future state. Where are you now, what are you striving for?
3. If you had 1 minute to offer 3-5 bullet points that summarize your core strengths, what would you say?
4. What are 1-3 of your proudest accomplishments and why?
5. What's the big relevant change in the world that you are passionate about? (For example, Arianna Huffington is addressing a lack of sleep that she posits is endemic to our society.)
6. What's your favorite quote and/or a mantra that you live by?
7. What are three of your core values?
8. If you could do just one TED Talk, what would your topic be?
9. Who are your heroes (e.g. could be living, deceased, cartoon character), and why?
10. What's your extraordinary why?

List a headline (title) for your signature stories, with a short description, that show evidence/support for your 2-word purpose:

1

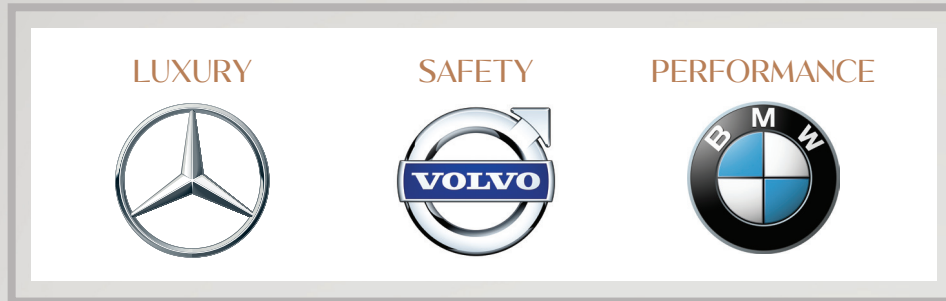
2

3

# DAY 4

## Discern Your Key Messages

Think about your brand amongst a competitive set.



What are 3 key messages you want to send about your brand?

1

2

3

Three large, empty rectangular boxes for writing answers, each preceded by a number (1, 2, 3).

Consider these prompts:

- 🌀 Do I understand, at what, this brand is the best in the world?
- 🌀 If I had to describe this brand to someone else, could I do that easily?
- 🌀 Did I “get” the 1-3 key messages for this brand?
- 🌀 Is it clear what audience you are targeting? (Your beloved avatar)
- 🌀 Do I know what happens before and after working with you? (the transformation)

# DAY 5

## Own Your Strengths

I affirm that one of my core competencies is:

Here are a few science- and evidence-based assessments for your consideration:

FREE

### Core Values Index (CVI)

Free online assessment to reveal your unchanging motivational drivers and how you are wired to contribute to the world around you.

### DiSC

Free tool to understand your personality and communication style. Discover who you are at your core to live a more authentic life.

### Enneagram

Free tool that shows you which of the 9 personality types suit you best: 1-Perfectionist, 2-Giver, 3-Achiever, 4-Individualist, 5-Investigator, 6-Skeptic, 7-Enthusiast, 8-Challenger, 9-Peacemaker.

### Trust Quotient Assessment

Gain powerful insights and learn how to leverage your strengths to build trust to improve your opportunities in new and existing relationships.

### VIA Character Strengths

Identify the positive parts of your personality profile that make you feel most authentic and engaged to build your best life. 27M have taken the survey.

FEE-BASED

### Kolbe Action Modes

Questions that measure a person's instinctive method of problem solving, conative capabilities: Fact Finder, Follow Through, Quick Start, Implementer.

### Gallup Clifton Strengths

Reveals your complete unique talent profile, top 5 strengths.

### Myers Briggs

Personality report, four-letter MBTI® type.

### Thomas Kilman Conflict Mode

Enhanced self-awareness about your conflict-handling, behavior-competing, collaborating, compromising, avoiding, accommodating.

### POP Leadership Style

For C-Suite executives who manage large, multi-location teams with high stakes goals to achieve. Facilitated through certified coaches. Ask Mary for information.



# DAY 6

## “Try On” Your Positioning/Transformation Statement

### INDIVIDUAL PROMPT

Complete this formula:

I <action word> <my beloved avatar> how to <do what they want to accomplish> so that they can <have the result/transformation.>

Examples:

In my psychology practice, I coach parents how to communicate effectively so that they can have incredible relationships with their children.

I equip physicians with powerful tools on how to practice empathic communication so that they feel re-energized to continue to practice medicine and experience life-changing moments with their patients and care team.

I teach accomplished healthcare leaders how to powerfully communicate their expertise and why so that they may fulfill what they desire next in their careers.

I teach nonprofit leaders how to collaborate more efficiently so that they can use their donor dollars wisely to reach more people and sustain exceptional collective impact.

I unleash the brilliance in nurse leaders so that they can excel in their role of building a work culture where nurses thrive.

### SMALL GROUP BREAKOUT

Finesse your formula with your partner. Write it here and edit.

### TWIST - INTRODUCE YOUR BREAKOUT SESSION PARTNER.

It's my pleasure to introduce <Partner's Name>. His/her transformation statement is.... Write what you heard your partner say here:

# DAY 7

## Bringing Your Brand Together

**DAY 1** What I want more of | what I want less of (1-3 each)

**DAY 2** My two-word purpose statement

**DAY 3** My 1-3 signature brand stories (titles)

**DAY 4** My 1-3 key messages

**DAY 5** My 1-3 core competencies

**DAY 6** My go-to positioning statement (Formula: I <action word> <my beloved avatar> how to <do what they want to accomplish> so that they can <have the result/transformation>.)

**DAY 7** My keystone goal declaration related to my personal brand (by <date> I will achieve <X>)

**BONUS:** If I could do, be, have, see, anything, I would ....  
(Could this be a clue to the Great Work of Your Life?)

# Seek Your Joy!

*Whether you choose to continue the important work of distinguishing your brand with Revealing Genius or not, know that we are enthusiastic about what the future holds for you.*

*Our sincere wish for you is to seek your joy and pursue the great work of your life in a way that only you can. Remember, when you come alive, your lift up others around you and inspire them to do the same. Because that's the game, right?*

*Here's to being on-brand!*

The team at  
**Revealing Genius™**  
*Distinguish Your Brand™*



FINAL THOUGHTS