



Excavate Your Personal Brand

Guidebook, Notes & Reflections

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Introduction

Welcome to **BRAND [new] YOU!**

You are about to embark on journey of re-discovery, a journey back to the truth of you. Inside-out branding is an incredible vehicle for self-discovery. Our process will take you through a range of emotions and experiences – both profoundly deep and refreshingly simple. I invite you to go all-in to this experience. You are here, in this specific moment in time, for a purpose. Whether you are looking for a new perspective on leadership, wanting to shift careers, yearning for a deeper experience of your work, or hoping to reinvent yourself – you have arrived. Take the time and space to be fully invested in your learning, growth, and transformation. It is a privilege and honor to be your teacher and guide through this transformative process.



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CEO & Founder
The Paradox of Leadership

INTRODUCTION MODULE

What is your intention for this program?

Set a specific intention for what you want to experience from our work together. It could be more clarity, a new way of communicating about your values, renewed inspiration and energy – anything that resonates with you. The clearer we are about what we want out of an experience, the easier it is for us to make that possibility a reality.



Why has this course come to you at this moment in your life?

Reflect back on the recent changes you've experienced and why this particular program resonated with you. There is no coincidence – allow yourself to open up to the possibility of synchronicity.



EXCAVATION I MODULE

This week we begin unraveling our old stories, our expired beliefs, our obsolete ways of being. Through excavation, we are able to consciously prune our experience – what is serving us and what no longer belongs. Excavation is deep – at times scary and at other times completely liberating. Be still and allow yourself to sit with any discomfort rather than brushing it off or running away. Our breakthroughs often come in the midst of a breakdown.

What scares you?

How did you learn to be afraid of that?

How does fear feel in your body? Where do you feel it? How do you experience it?

What are the internal recurring thoughts you have about yourself? What are the stories you tell yourself . . . about yourself?

EXCAVATION I MODULE

When these thought patterns run the show, what do you experience?

Think back to a few challenging situations where you have really created suffering for yourself. What was happening? What was really happening? Who were the characters in the story? What were you doing? Thinking? Feeling? How were you behaving? Acting? Being?



Relook at that thought pattern – what is the actual thought pattern?

I am not _____ enough.

My inner critic is named: _____ .

Now the fun part – name this voice. Make it silly, make it personal – it doesn't matter. Give it a name, an objective identity, something outside of you.

EXCAVATION I WORKSHEET

CAPTURE YOUR THOUGHTS part II

Take a look at the habits that no longer serve you or stand in your way. **What are your recurring triggers?** (A trigger can be a person, a personality, a place, a thought, an experience – anything that gets under your skin and elicits a reaction within you.) **How do you react to that specific trigger?**

My Triggers



My Reactions



EXCAVATION II MODULE

This week we continue our exploration in excavating out what no longer serves us. We will transform the thought patterns and habits that constrict us into ones that create new possibilities and energy. Remember, we are re-wiring years and years of mental programming so be patient with yourself. Consistency and openness are the key to re-wiring.

What do you know to be true about yourself? >

(No matter what! If I were to strip everything else away, this would still be standing!) It can be qualities, strengths, beliefs, principles, ways of being.

Reflect back on your childhood for a few moments. >

What did you know to be true about yourself when you were young? When did you lose track of time? What were the games you played? When you were free, without judgment or fear, who were you?

What might be your personal leadership mantra?

Make sure your mantra is stated in the positive (I am powerful vs. I am no longer afraid)

The words I AM elicit a very strong response in the subconscious mind. Consider starting your mantra with "I AM".

Try capturing something beyond a skill (I AM GOOD AT ...). Make this about who you are one level beyond just what you do.



I AM _____ .

EXCAVATION II MODULE

Now that you have a first draft of your personal leadership mantra, try it out with the Capture Your Thoughts worksheet. Put your Personal Leadership Mantra as the new “Thought” and see how that feels in your body, note what actions you may or may not take, and what results would come from that. You will be practicing this intensely over the course of the next few weeks. Make sure you can feel a vivid feeling what you state your mantra to ensure it is powerful for you. It can be peace, joy, pride, confidence, energy – something that makes you feel stronger and brighter.



FOUNDATION I MODULE

This week we begin to set your new foundation – what you want, your leadership vision for yourself, your non-negotiables. These will serve as your North Star, your compass of sorts. When you know what you stand for (and what you don't!), life begins to feel a lot simpler, clearer, more purposeful. Values are the bedrock of a strong brand – this is the essence of who you are and what makes you uniquely you.

**Before we begin, what would you say are your
current values?**

How did you choose these values?

What inspires you?

What does inspiration feel like?

FOUNDATION I WORKSHEET

VALUES part I

Instructions:

- Sort all of your values into the three columns (make the columns somewhat equal).
- Rank the non-negotiable column.
- Capture your Top 3 values.

Non-Negotiable

Important

Matters



Integrity | Security | Friendship | Family | Gratitude | Happiness | Health | Humor | Authenticity
Service to Others | Commitment | Excellence | Kindness | Knowledge | Development | Fairness
Independence | Rest | Courage | Adventure | Privacy Power | Responsibility | Humility | Loyalty
Balance | Love | Passion | Faith | Harmony | Achievement | Connection | Spirituality | Progress
Innovation | Vision | Growth | Freedom | Bravery | Community | Boldness | Power | Impact

FOUNDATION I WORKSHEET

VALUES part II

	VALUE	:	MY DEFINITION	.
1.	_____	:	_____	.
			_____	.
			_____	.
2.	_____	:	_____	.
			_____	.
			_____	.
3.	_____	:	_____	.
			_____	.
			_____	.

When thinking about YOUR definition of the value, consider the following questions:

- Why does this value matter to me?
- What does “walking the talk” of this value look like?
- How will I know that I am truly living this value?

FOUNDATION I WORKSHEET

VALUES part III

How I live this value today



How I want to live this value tomorrow



These are my Top 3 commitments for starting
to live in alignment with my values:

- 1.
- 2.
- 3.

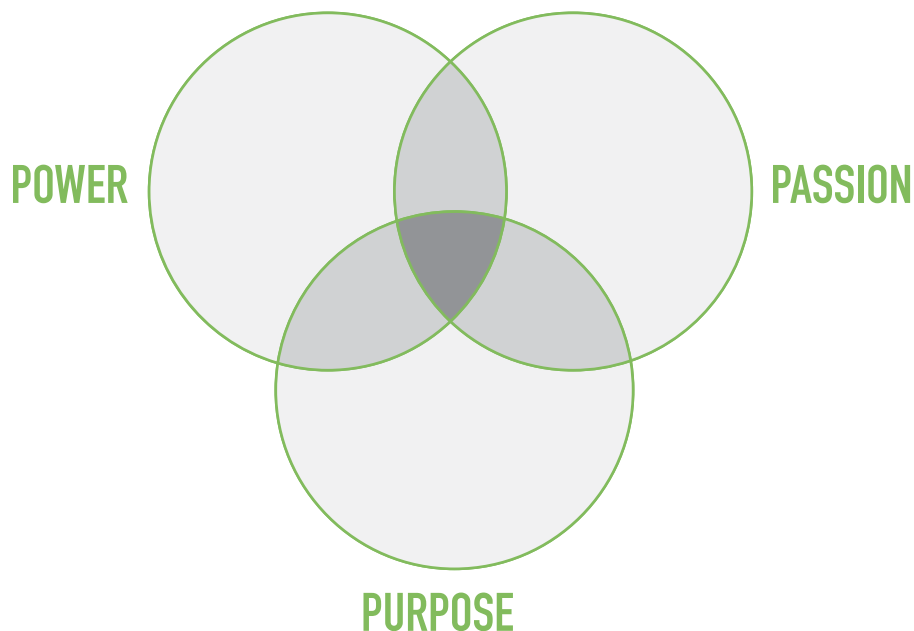
FOUNDATION II MODULE

This week we continue exploring the foundation of your new brand. We begin adding texture and qualities to this brand through a variety of exercises and experiences. The power of choice is of utmost importance this week – you can't be known for everything to everyone. We begin to consciously choose what makes your brand unique, distinctive, and powerful.

What are your **POWER STRENGTHS**? What are your points of distinction?

What are your **PASSION STRENGTHS**? What gives you energy?

What are your **PURPOSE STRENGTHS**? Where do you derive meaning?



FOUNDATION II WORKSHEET

PRIDE LIST

Looking back at your life's journey, what are some of your most meaningful achievements and accomplishments? What are the milestones that have defined your personal leadership thus far? It's futile trying to be better than others through your brand. Keep digging deeper in terms of where you are different.

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FOUNDATION II

EXERCISE

What are the qualities that I admire in others?

What are some of the brands that I love and that I consume frequently?

Brands I Love

(Think: clothing, food, travel, etc.)



Brand Qualities

(i.e. why I buy this brand)



FOUNDATION II

EXERCISE

When you were little, before the world told you what you can and can't do when you grow up, who did you want to be? What did you day-dream about? When did you lose track of time? Close your eyes and reflect on this for a few minutes. Allow yourself to go back to a place where there were no “should’s” or “have to’s”. Just breathe into that space of possibilities. Capture any insights or thoughts, qualities and desires.

REFLECT



FOUNDATION II

EXERCISE

Personal Mission. Personal Philosophy. Words You Live By. What You Know For Sure.

Evolve your Personal Leadership Mantra into a personal philosophy or personal mission statement. A compass that will help you navigate your choices, your energy, and your direction. It can take any form – a visual representation, a quote, a thought, your values in action, an object. Release what it “should” look like and sit quietly to ask yourself: “No matter what, what do I believe in and how do I want to live?” See what comes up for you and reflect.

REFLECT



BRANDING MODULE

This week we pull together all of the deep exploration you have done thus far into the practical and external-facing components of a brand. Let's continue to choose what facets of your brand you want to evolve – physical, emotional, mental, social, and spiritual. We'll also review a variety of tools to continue developing and articulating your brand.

Clarity of Direction

What do you want (an important, meaningful goal)?

What will you feel / experience by achieving this?

By when would you like to achieve this?

BRANDING MODULE

ELEMENTS OF A BRANDING STATEMENT

You can choose which elements below belong and put the elements together in whatever order is most relevant for you. Remember – the articulation of a branding statement is clarity for YOU; you will then adapt or abridge the language depending on the audience and purpose.

Your Values

from values exercise

The Value You Offer

from your pride list; achievements; milestones
and relevant stories or anecdotes

Your Strengths

from your strengths exercise

How You Use Your Strengths

from your pride list; achievements; milestones
and relevant stories or anecdotes

Brand Qualities

from your brand exploration exercises

Target Audience / Company / Role

from what you want exercise

Why This Matters To You

from your personal leadership philosophy

BRANDING WORKSHEET

BRANDING STATEMENT

Now try putting together a statement, phrase or paragraph that articulates your value proposition to the world. Who you are, what you do, how you do it, and why you do it.

DIMENSIONS OF A BRAND

Think about the various dimensions of a brand and choose how you want people to experience you in that dimension. Remember – the art of branding is to choose. So, simply choose one or two adjectives on how you'd like people to think of you for each dimension:

Dimension	:	How I Want People to Think of My Brand	.
Physical	:	_____	.
Mental	:	_____	.
Emotional	:	_____	.
Social	:	_____	.
Spiritual	:	_____	.

NEXT STEPS MODULE

This week we will review some best practices to continue the momentum of your brand. No need to work on everything all at once. Choose what energizes you and pick 2-3 priorities for next steps. Don't forget to celebrate all of the work you have done – most importantly, prioritizing yourself and your self-discovery through this process.

TIPS!

- Set aside regular time for self-reflection and discovery.
(Better to do 5 minutes a day than an hour once a month – we are re-creating habits!)
- Put a regular date on the calendar to revisit your worksheets and exercises
(at least once a year).
- Create your “Board of Advisors”.
- Reach out for coaching support and accountability partnership.
- Make it a practice to run through the self-coaching questions.
- Practice your personal leadership mantra.
- Refine your personal mission statement; put it where you can see it and read it daily!
- Begin managing your energy, rather than your time. Create your energy list.
- Develop a gratitude practice.

My Commitments

By When / Frequency

- 1.
- 2.
- 3.
- 4.
- 5.

MOVING FORWARD

Congratulations on the time, energy, and investment you've made in yourself and in your brand. May you now have the courage to unleash the **BRAND [NEW] YOU** into the world – living a life anchored in passion, purpose, and personal leadership! If you need our support moving forward, please reach out: welcome@theparadoxofleadership.com. It has been my pleasure and honor to be your guide on this journey! Until next time...

