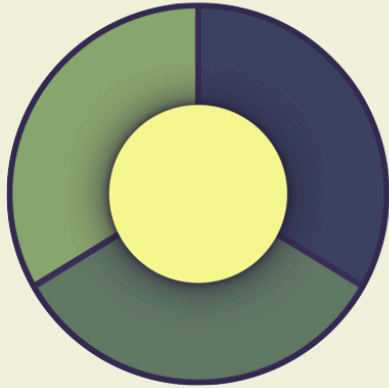
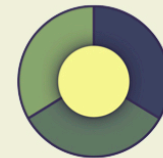


# Corporate Sponsored Coach Training

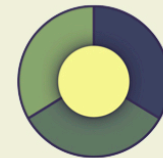


# Strengths and Branding

## Coaching around a Client's Professional Brand



**If it does matter who knows me...  
then what do they think of my P.I.E?**

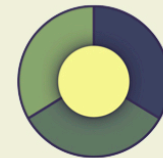


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# Why Explore Professional Branding?

- Preparing for a Promotion
- Beginning a Career Transition
- Experiencing a Life Transition
- Repositioning Reputation
- Life Satisfaction

**"I am known how I want to be known"**

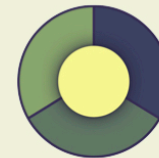


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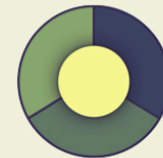
# Questions to Explore Professional Branding



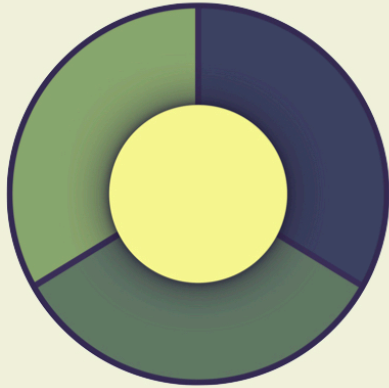
- (Offer and Permission to Explore)
- How do others see you?
  - Could explore with their team via discussion and 360s
- What are you known for on this team?
  - Strengths, weakness, 3 word reputation, etc.
- How well does this image align with how you want to be seen?
- What do you want?



# What would it take for us to work toward that reputation?

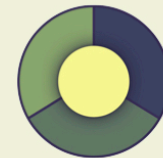


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# Strengths and Branding

## Strengths Coaching

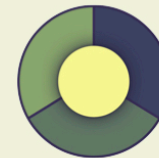


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# 1. Identify Categories of Strength



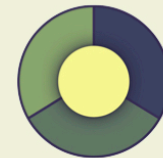
- Explain how “Strengths are Activities that Strengthen” (Buckingham)
- These should be focused on types of tasks-not results
- Clients may take a week to explore what these might be





**"A strength is an activity that  
strengthens you."**

**-Marcus Buckingham**

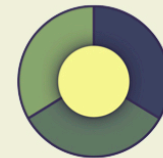


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## 2. Explore the Sub Categories



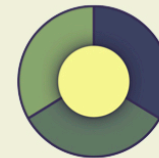
- “What specific things have you been doing in [category] that has been most engaging?”
- Help the client voice multiple, specific examples
- Then coach around potential patterns and preference



### 3. Help the Client Create a Strength's "Pitch"



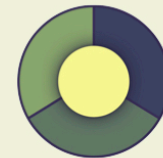
- The more clear, the more they can share their strengths with others
- Clients can start with a rough draft, and reflect between sessions on how well this fits
- With multiple strengths drafted, clients can then determine their top strengths



## 4. Support the Client in Applying their Awareness



- Clients can refine, track time spent and seek ways of adjusting their work expectations
- Coaches can help clients prepare to discuss their desire to work more in their areas of strength
- Clients can use this awareness of strengths to inform their professional brand



# Exploring Strengths

## 1. Identify Categories of Strength

- Explain how “Strengths are Activities that Strengthen” (Buckingham)
- These should be focused on types of tasks—not results
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## 2. Explore the Sub Categories

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