

MY UNIQUE SELF



RE-IGNITE YOUR CAREER WITH
CONFIDENCE



Welcome

Re-Ignite
your Career

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MY UNIQUE SELF

DEFINING AND CREATING MY PERSONAL BRAND

Who am I?

Before we start to look in detail at your future career possibilities, I'd like to create a full and rich picture of who you are – what makes you tick and what is truly unique about you. By understanding your unique self you will create a strong personal brand of who you really are to the outside world. You can then create a brand statement that can be used to communicate who you are and what you stand for online.

Personal branding is so much more than what people see, it is how you make them feel. It's not about getting people to like you, it's about getting people to know and trust you

To help to do that, please get started by doing the exercises in this section. I ask you to describe your life to date, reflect on some key questions and take a psychometric assessment. All the information gathered in this way will be invaluable in helping you understand yourself better and help me coach you as well as possible. You'll become clearer about what motivates you, what you enjoy and what you are good at.

It's important at this stage that we look at the big picture of who you are, not just at your working life or career possibilities. Then when we reach that stage, we'll have a sound foundation to create a profile/image that you will be proud of.

DISCOVER AND DEFINE YOUR PERSONAL BRAND

We all have a personal brand: It's our reputation, how others perceive us and is a clear indication of what we have to offer.

Branding is not a new concept.

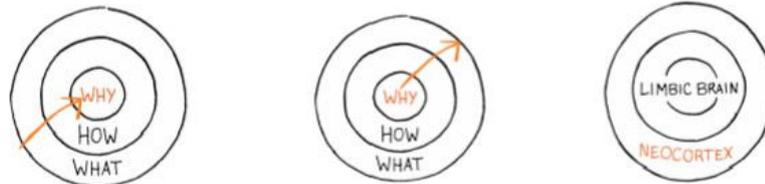
Companies have been building themselves as brands for years and a strong brand can mean success. A company's brand allows us to recognise who they are and what they do. It is their reputation, it's who they are, it's an image, it may be a purpose and it evokes feelings in us.

It is human nature to feel like we belong. It is a basic psychological need (Maslow refers to it in his hierarchy of needs). And belonging comes from common values and beliefs and it breeds trust. We want to be around people who are like us and share our beliefs. And that is why you have to think of yourself as a brand because to really connect with people you have to evoke an emotional response.

Brand 'You' Consists of:



CONSIDER YOUR WHY?



Simon Sinek

When we sell ourselves we generally work from the outside in – most of us know our what, some of us know our how, but few of us know our why.

The '**what**' engages our thinking brain – our neocortex – the bit that analyses and processes information.

The '**how**' and the '**why**' engages our limbic brain – the area responsible for feelings that build trust and drives behaviour and decision making.

Once you understand you're 'why', you'll be able to clearly articulate what makes you fulfilled and to better understand what drives your behaviour when you are at your natural best. When you can do that you will have a point of reference for all your decisions going forward and be able to make more intentional choices for your career and life.

The session focuses on finding your **HOW**, but you are encouraged to spend time thinking about your purpose. Understanding your values and behaviours will help with this.

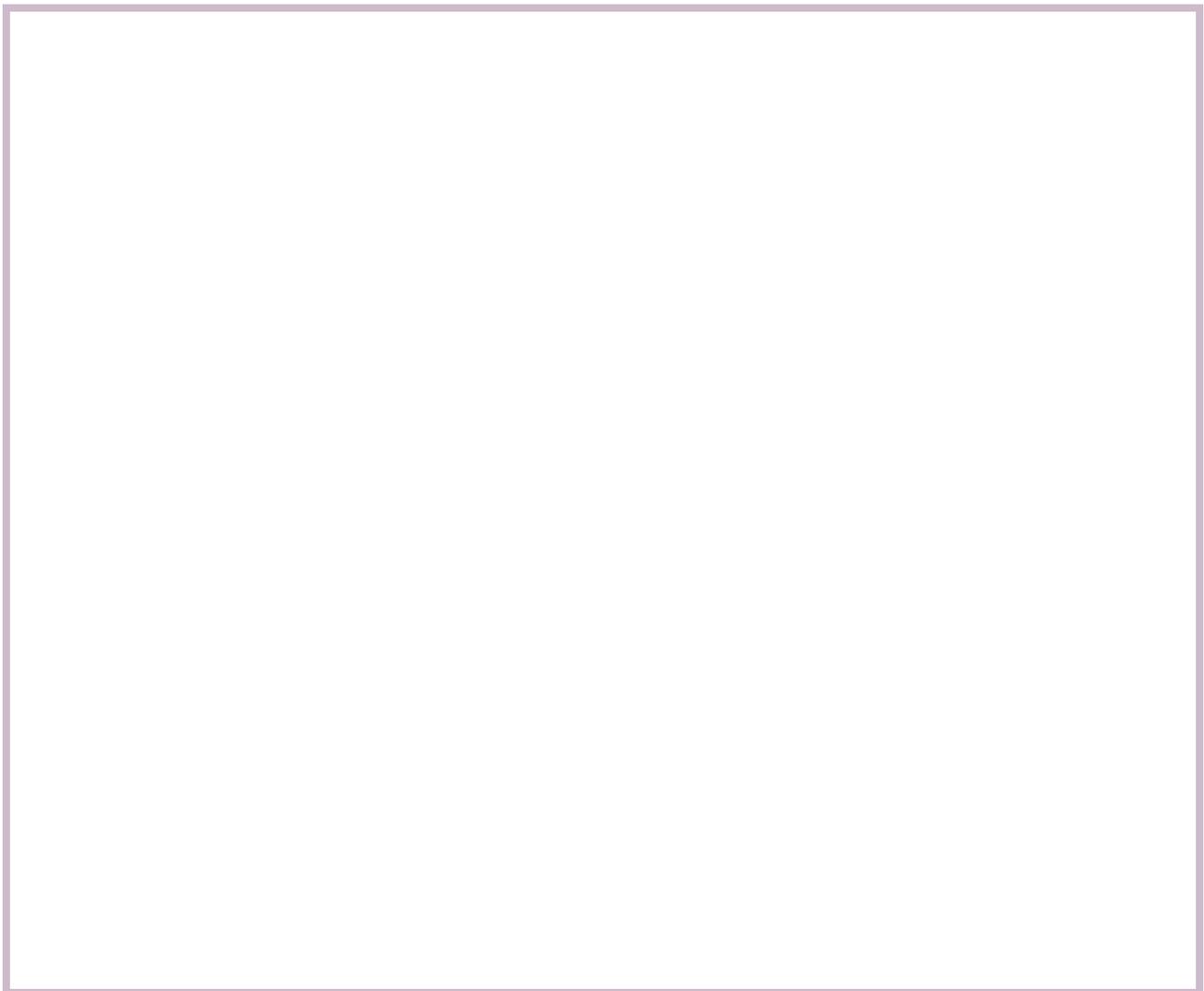
Simon Sinek's "Start With Why" and "Find Your Why" are recommended reading.

Let's start from the beginning and reflect on your life to date.

MY AUTOBIOGRAPHY

Write a short autobiography highlighting 5 or 6 peak experiences or difficulties you've encountered in your life that you believe have shaped who you are (think "whole life" here, not just career). Include key life achievements and how you overcame adversity if appropriate (limit yourself to around 500 words).

If you're not too keen on writing, you might, for example, draw the river of your life with bends and waterfalls denoting highs and lows. Or you might make a collage representing your life. Collect lots of magazines and go through them tearing out images which represent parts of your life. Create a collage picture of your life to date – adding photos and words and other symbols as you wish.



PERSONALITY ASSESSMENT

I'd like you to take a personality assessment as this will give you valuable information about yourself. The assessment is the **Myers-Briggs Type Indicator** (based on the work of Carl Jung). You may have done others and those results will also be useful here, so please let me know if this is the case.

The **Myers-Briggs** questionnaire itself is designed to indicate an individual's personality type. There are 16 types and a person's type reflects whether they prefer extraversion or introversion and how they use the four psychological functions – sensing, intuition, thinking and feeling. All 16 types are “normal” and all have their strengths and weaknesses. Most clients find the results accurate and interesting and shed light on and give a greater understanding of themselves.

Myers-Briggs assessment is often used for career and professional development.

Take the test at www.personalitypage.com.

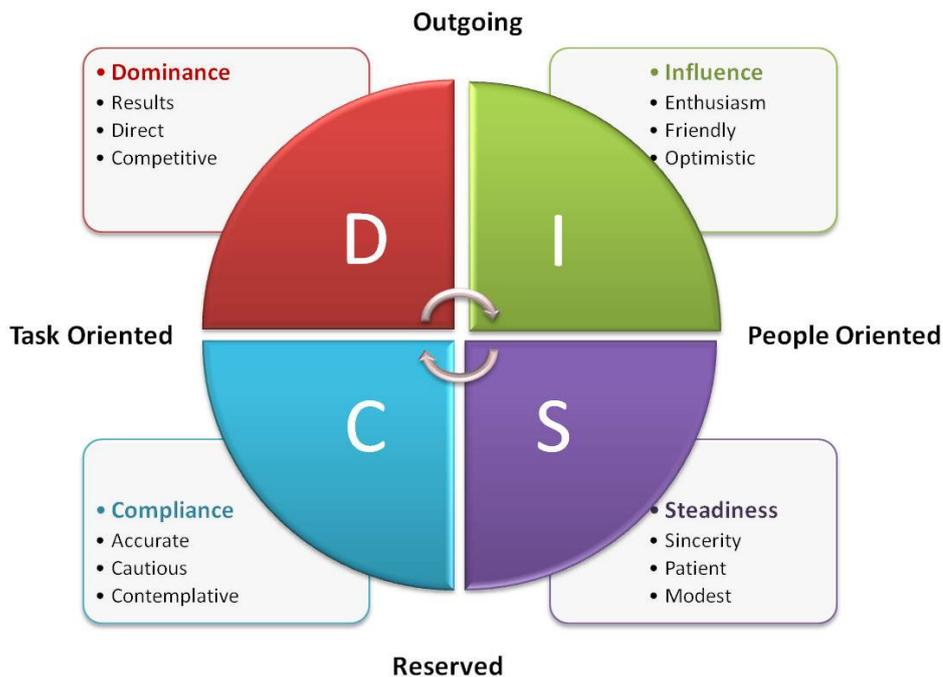
The profile also provides information on careers which often suit each personality type and personal development and relationship issues for a person with each personality profile.

When you've taken the test and receive your profile, read it through carefully. Don't just take the results of the assessment as read! Look carefully at the profile and consider how true or untrue it is for you. The right profile will be quite like looking in a mirror – often astonishingly accurate. This way, you learn about yourself, so please make notes of what you learn.

If the profile doesn't ring true for you, let me know. It may be that you're another type and we can try to work that out. It's sometimes worth reading the profiles of “nearby” types to see if you can recognize yourself.

DISC

For a real in-depth look at your behaviour style, you can do the DISC psychometric profiling which will give you a comprehensive detailed report. (please contact me for more details) You can also see an overview of DISC below which you may want to use as a starting point. Which of the 4 styles resonates with you?



Analyser

Controller

Promoter

Supporter

Compliance

Dominance

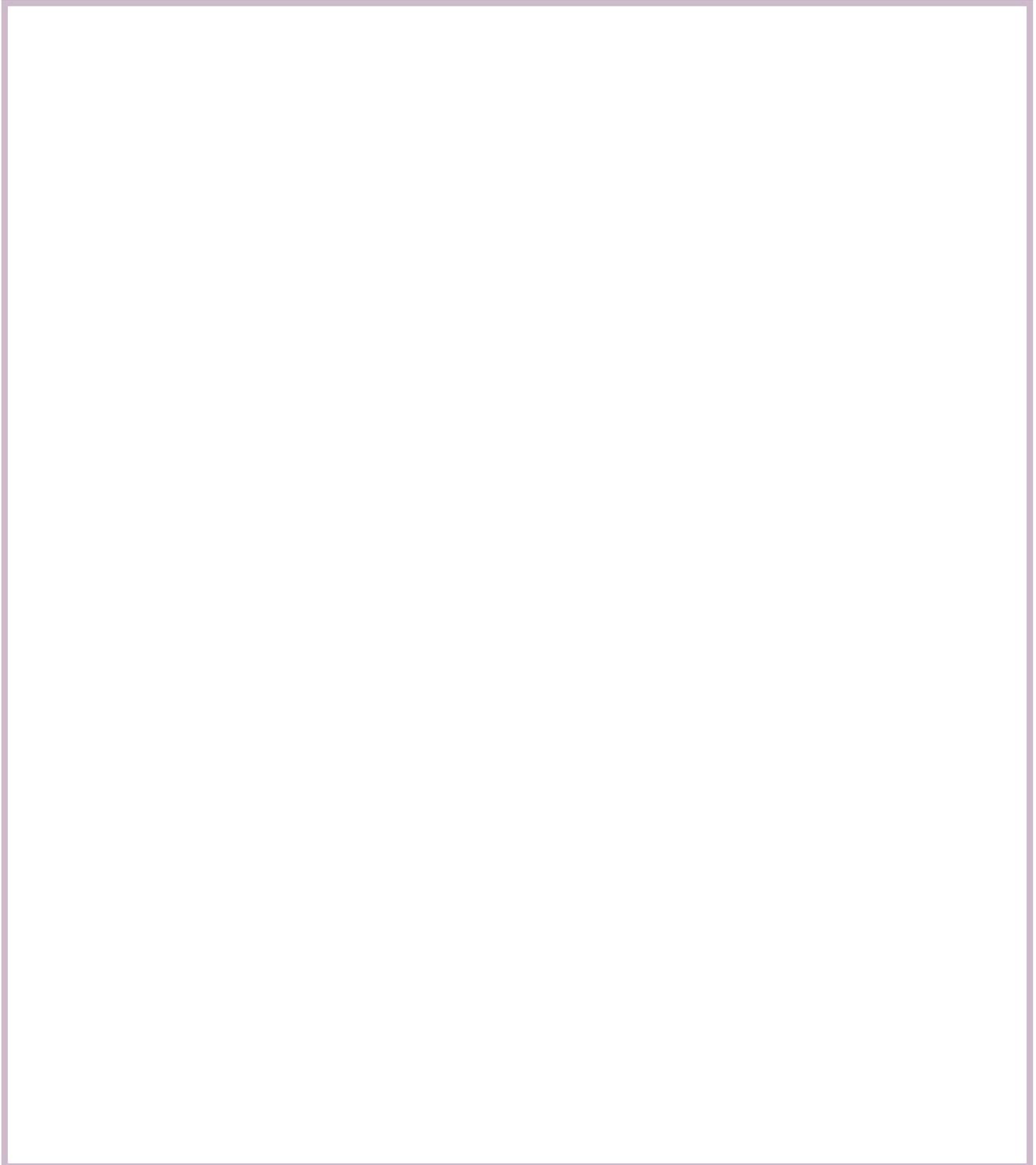
Influence

Steadiness

Persistent	Decisive	Popular	Diplomatic
Tenacious	Productive	Inspiring	Friendly
Planner	Competitive	Spontaneous	Consistent
Orderly	Positive	Convincing	Reserved
Faithful	Leader	Animated	Patient
Loyal	Persuasive	Un-organised	Indecisive
Detailed	Short Tempered	Forgetful	Worrier
Perfectionist	Impatient	Show-off	Compromising
Critical	Results focused	Fun-loving	Adaptable

From the assessment please note the following below:

Your personality style or dominant traits



Does your job fit with your style?

FIVE THINGS I LIKE ABOUT MYSELF

This is the point where I ask you to set aside all modesty and write a list of 5 aspects of yourself which you really like – special talents, qualities, behaviours, large or small - which you enjoy having and which you bring to your life, relationships and work.

1.

2.

3.

4.

5.

DEFINING AND REFINING YOUR PERSONAL VALUES

Why is it important to understand your values?

In a very real way, we are our values. Our values are the often-unconscious drivers which underpin all our responses, actions and decisions. When we are honouring our values in the way we live our lives, we feel congruent and at peace. When we are not, we can feel uneasy and unfulfilled.

A value is something to which you attach importance. You may distinguish between personal values and universal values – or principles. Either way, they make you who you are. Values are essentially subjective. It is you alone who accords significance to your values.

Bringing our values up into our conscious mind helps us understand ourselves much better. We can identify if we hold values which conflict and then we can create priorities to lessen the conflict. We can identify values that are no longer relevant to us, which we may have been carrying around since childhood and which no longer serve our best selves. These we can consciously let go of. Best of all, we can design all aspect of our lives – including our careers – to closely reflect our most important values and thus live happily and healthily.

And when you design your life and career based on your values, your motivation will be greatly increased and your chances of success and fulfilment improve hugely. It will help you to help you determine you're **why**, your **purpose**.

Here are some common values that may resonate with you (see appendix 2 for a full list):

- Contribution - making a difference in the lives of others
- Competition – the need for rivalry and the ability to win
- Courage – speaking up for something you believe in, challenging the norm

- Enjoyment – loving life, finding fun in everything you do
- Freedom – to express yourself and live life on your own terms
- Independence - to feel in charge of your own life, to make my own decisions
- Influence – being able to inspire and impact the actions of others
- Integrity - the ability to stay true to your values, honesty, openness
- Recognition – acknowledgement and respect from others after a job well done
- Relationships – you want to find your tribe of supportive, like-minded people
- Security – to provide for yourself and/or your family and loved ones

Answer the following:

What do you admire in other people? Who do you surround yourself with? What are their qualities?

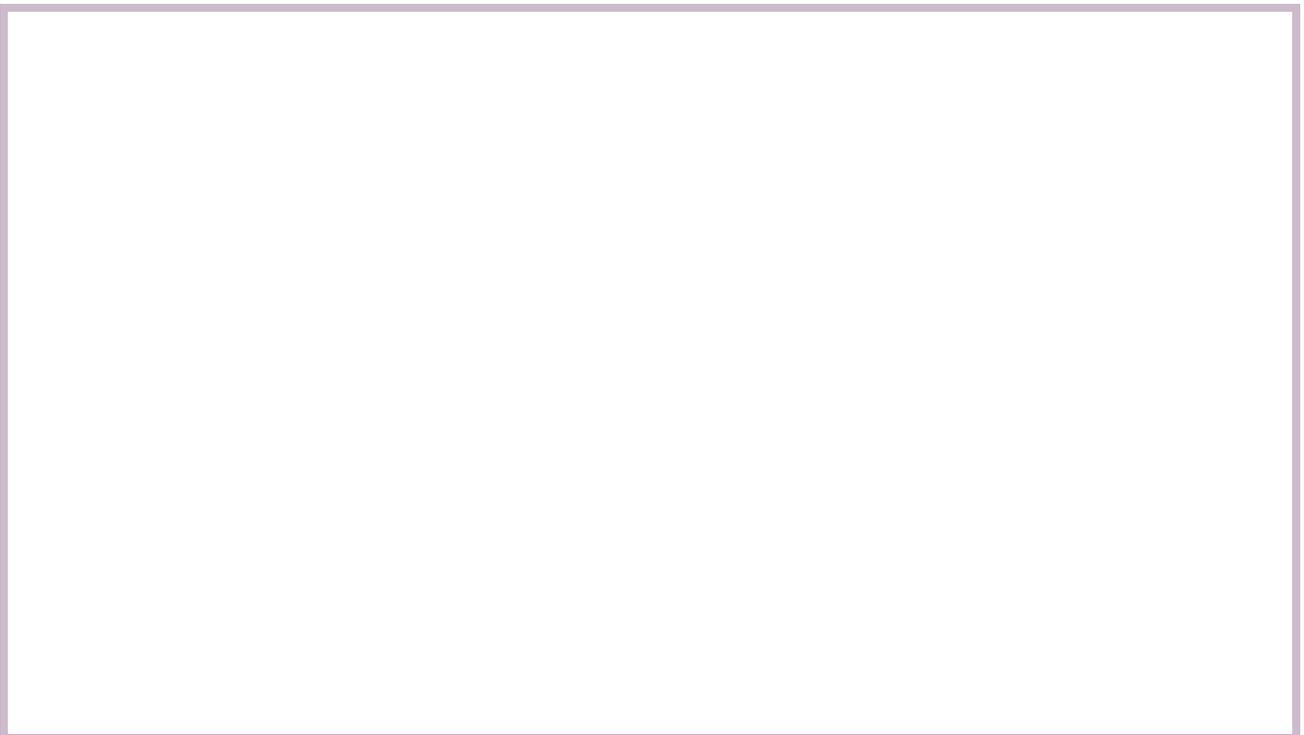
When do you feel like you have let yourself / others down?

What makes you happy?

What makes you excited?



What makes you upset?



How do you like to be treated?

--

What personal boundaries are negotiable and non-negotiable?

Negotiable	Non-negotiable

Use the values list and drawing from your answers above what are your top 10 values. Please write them in below:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

How you act out your values and how this makes you feel will be indicative as to how you prioritise your values.

Consider your behaviours and how they align (or not) to the values you claim to hold dear.

Are you in sync, or out of sync?

How does that make you feel?

Can you live with being out of sync (to whatever extent) or does this make you feel uncomfortable? To do this exercise probably keep a diary over a week and be prepared to reflect on the results

Value	Actions	In Sync/Not in sync (are you OK with this?)

When you have completed the above reflect on your current job

Does your current job align with your core values?

MOTIVATION – WHAT MAKES YOU GET UP IN THE MORNING?

There are 2 types of motivation- **Intrinsic and Extrinsic**

Intrinsic Motivation

Intrinsic motivation means that the individual's motivational stimuli are coming from within. The individual has the desire to perform a specific task because its results are in accordance with his belief system or fulfil a desire and therefore importance is attached to it.

Our deep-rooted desires have the highest motivational power.

Some examples are:

Acceptance: We all need to feel that we, as well as our decisions, are accepted by our co-workers.

Curiosity: We all have the desire to be in the know.

Honor: We all need to respect the rules and to be ethical.

Independence: We all need to feel we are unique.

Order: We all need to be organized.

Power: We all have the desire to be able to have influence.

Social contact: We all need to have some social interactions.

Social Status: We all have the desire to feel important

Extrinsic Motivation

Extrinsic motivation means that the individual's motivational stimuli are coming from outside. In other words, our desires to perform a task are controlled by an outside source. Note that even though the stimuli are coming from outside, the result of performing the task will still be rewarding for the individual performing the task.

Extrinsic motivation is external in nature. The most well-known and most debated motivation is money.

Some examples are:

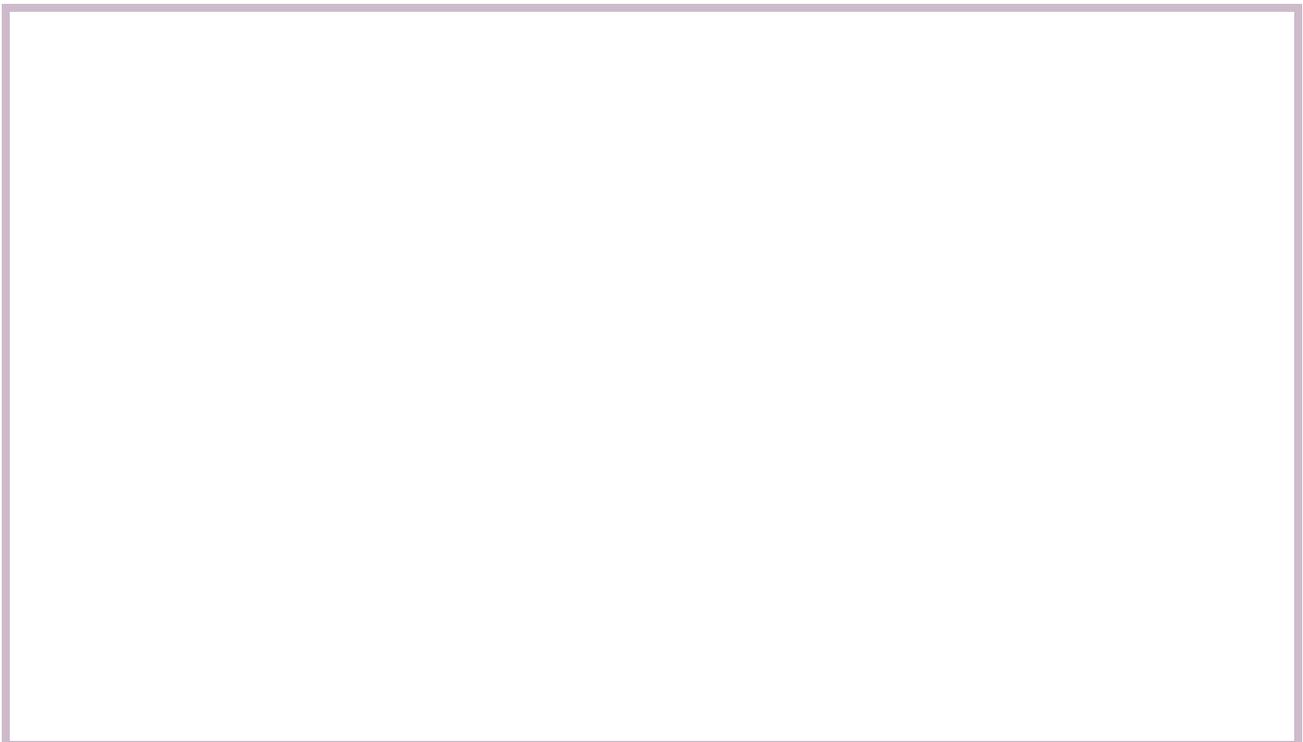
- Employee of the month award
- Benefit package
- Bonuses
- Organized activities
- Money

List your motivational drivers for career progression?

Ask yourself are they really important to you?



Will they drive the passion for progression?



IDENTIFY YOUR STRENGTHS

Skills are a learned ability to do something with competence.

- E.g.: I am able to produce reports to a good standard. It's not a strength, it's a skill. I don't enjoy it, I get bored and it zaps my energy levels.
- On the other hand, I can present all day. It's a strength and I leverage my ability to share information visually and verbally.

To figure out your strengths, just ask yourself:

'Am I good at this, do I enjoy it'

Below are a number of strengths as a starting point to think about and refer back to:

<p>Wisdom (Head Strengths)</p> <ul style="list-style-type: none"> • Creativity • Curiosity • Love of learning • Judgement • Perspective 	<p>Courage (Heart Strengths)</p> <ul style="list-style-type: none"> • Bravery • Perseverance • Honesty • Zest 	<p>Humanity (Strength of Others)</p> <ul style="list-style-type: none"> • Love • Kindness • Social intelligence
<p>Temperance (Strengths of Self)</p> <ul style="list-style-type: none"> • Forgiveness • Humility • Prudence • Self-regulation 	<p>Justice (Community Strengths)</p> <ul style="list-style-type: none"> • Fairness • Leadership • Teamwork 	<p>Transcendence (Strengths of Spirit)</p> <ul style="list-style-type: none"> • Appreciation of beauty & excellence • Gratitude • Humor • Spirituality • Hope

If you can't genuinely think of any, ask your colleagues/friends/family to give you feedback. The results may come as a surprise if you continually filter your own results. Here's an exercise to help you.

Exercise: Work out your strengths

What was the most successful project I ever tackled, and what made me successful?

What was the most important team role I ever fulfilled and why?

When faced with an overwhelming obstacle, what's my "go to" skill to overcome it?

What are the strengths that others acknowledge in me?

What skills have I mastered but would rather not use every day?

Which skills do I enjoy using as often as possible, regardless of the task?

What do I most often give to others?

What am I most often complimented on?

From your findings put down your top 5 strengths that serve you well in your job.

EXAMPLE:

CREATIVITY: I like to generate ideas and implement them – this helps to bring innovation and new ways of doing things for my Company and helps us be competitive in the marketplace.

	Strength	Why it services me well in my job?
1.	1.	
2.	2.	
3.	3.	
4.	4.	
5.	5.	

Now complete the following:

Consider the above and from your findings, describe yourself in 3 words – write them down below (use the examples in Appendix 1 and 2 to help you if needed).

Are those 3 words what you know about yourself, or want to be known for, or not?

In your own time, ask colleagues, peers, friends and family for feedback

Don't just ask one person, ask as many as you can and write them all down. Make sure they know you professionally as well as personally, and that you know you and trust their feedback.

How do you do what you do? What makes the way you achieve results interesting or unique?

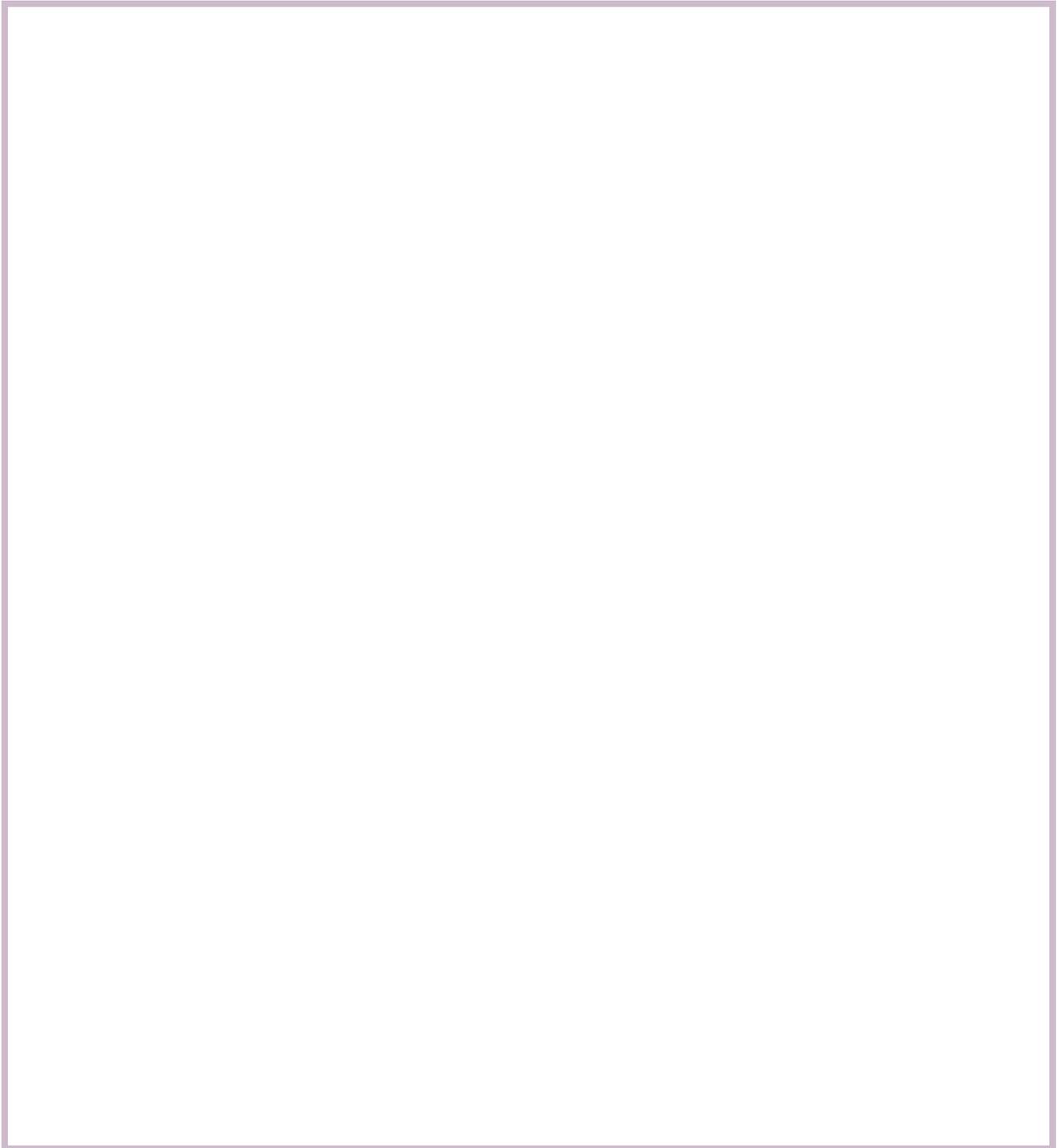
Who are you talking to? Who do you want to be noticed by? (Your audience)

Where do you want to make an impact?



Exercise: Let's get creative!

Draw 'Super You' – consider your values and your value, strengths, behaviour style and image. What makes you different?



WRITING YOUR PERSONAL VALUE STATEMENT

A brand statement is your marketing message. Your “elevator pitch”

It is not your personal mission statement or career objective. It is not a job description.

It needs to be concise, catchy, memorable, punchy and solutions-oriented.

Here’s an example:

“An award-winning careers-educator with over 17 years inspiring job seekers and career-changers to succeed in their careers (**AUDIENCE**).

Client-focused, engaging and loyal, I am excellent at forging strong relationships, and pride myself on my ability to make people feel heard (**VALUE**).

With my engaging personality, I seek to inject fun into everything I do and thrive when I can help people become more confident, self-aware and happier. (**USP, MY WHY**)”

Exercise: Revisit the 3 words you chose that described you and start crafting your own statement.

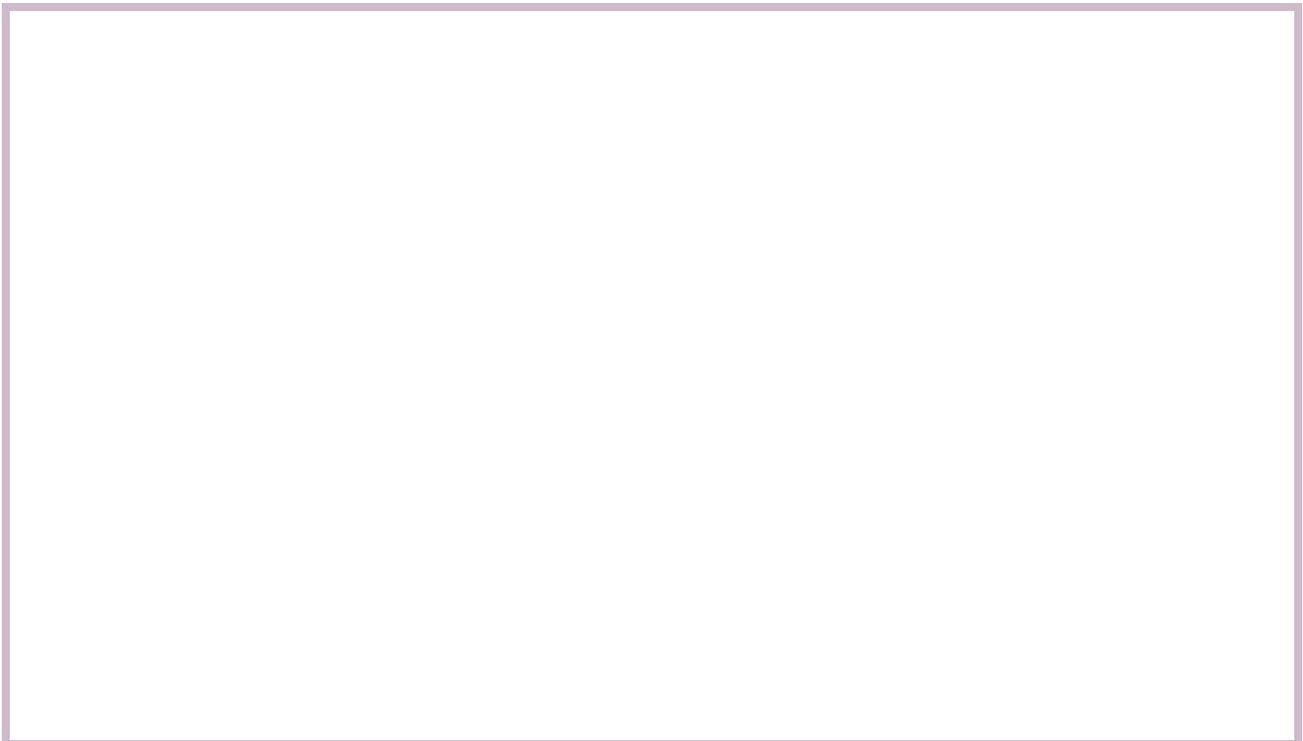
Make sure you:

- Communicate your value
- Talk to YOUR audience
- What makes you different?

What is it that you do? What is your value?



Who do you need to talk to? Who do you want to be noticed by?



How do you do what you do differently? What is your Unique Selling Point (USP)?

Keep it concise – a few sentences are all you need

TIP: READ YOUR PERSONAL VALUE STATEMENT EVERY DAY AND BELIEVE IT!

USEFUL RESOURCES

Consider completing the following online self-assessment tests:

Online Values Assessments

<https://www.valuescentre.com/our-products/products-individuals/personal-values-assessment-pva>

<https://www.whatsnext.com/life-values-self-assessment-test/>

<https://www.123test.com/work-values-test/>

Online Strength Test

<https://www.viacharacter.org/www/>

Useful Reading

Jennifer Holloway: Personal Branding for Brits

Simon Sinek: Start with Why and Find Your Why

Tom Rath: Strength finder 2.0

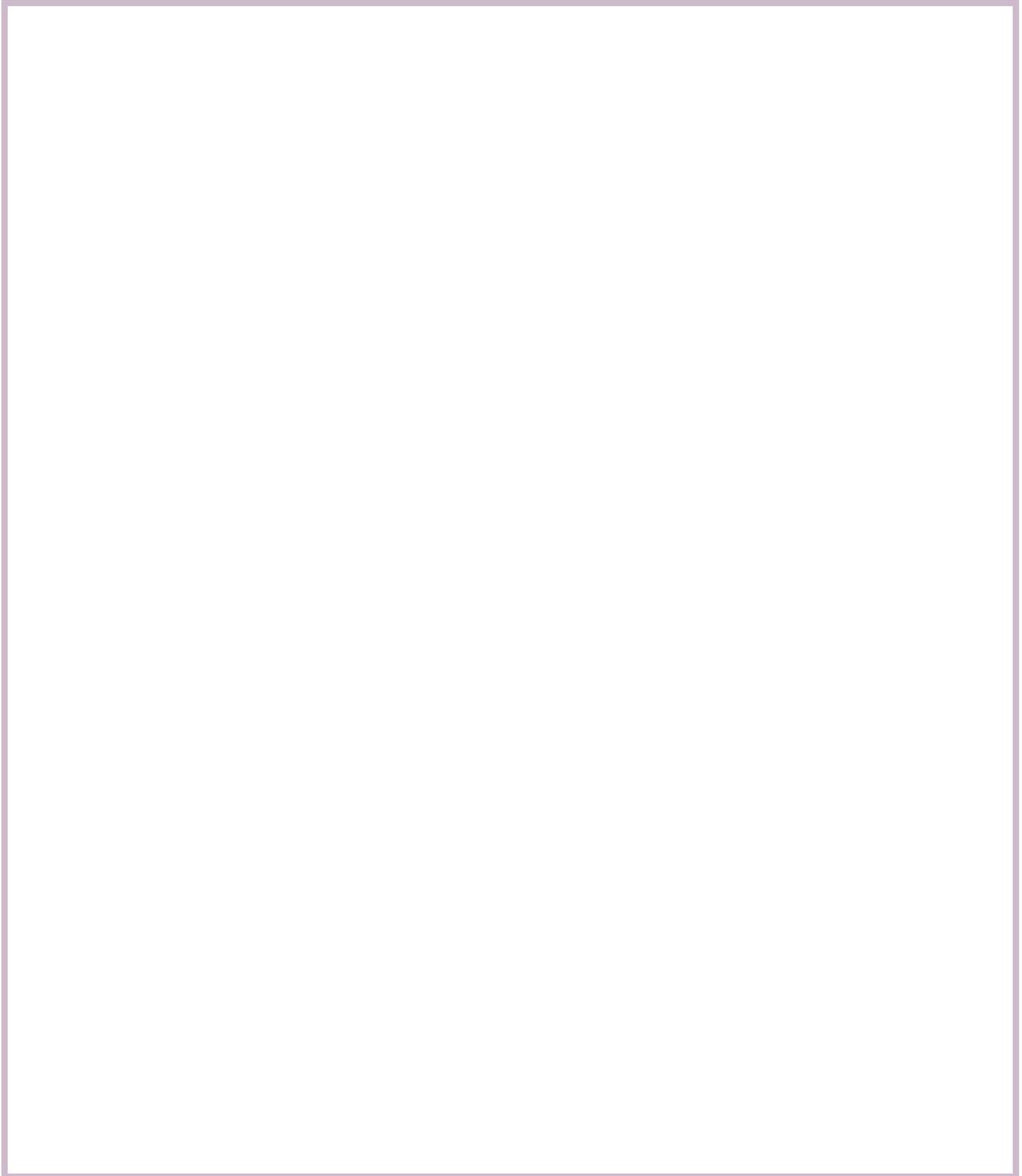
Martin Seligman | Authentic Happiness

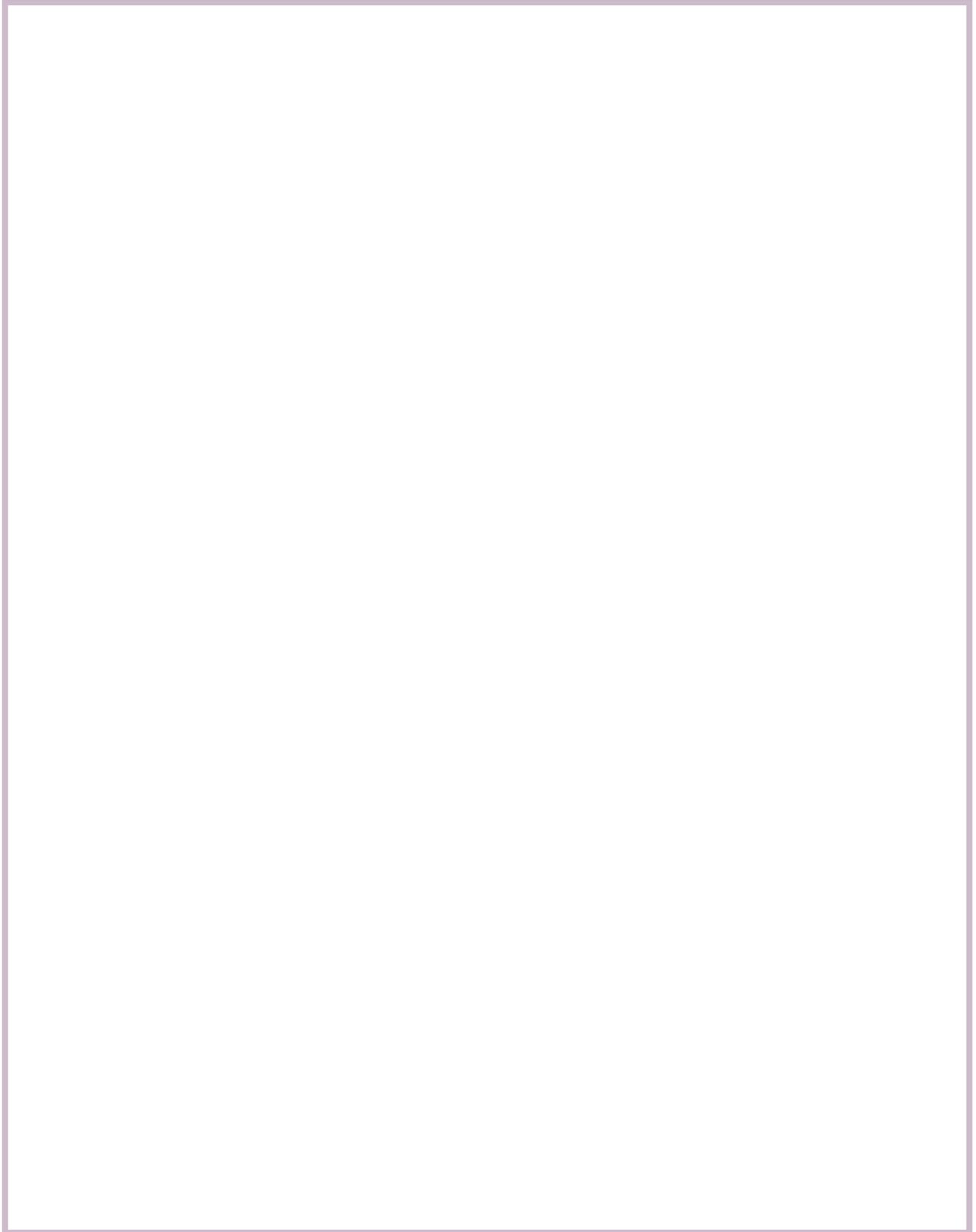
Ted Talks

Simon Sinek | [How Great Leaders Inspire Action](#)

<http://theundercoverrecruiter.com/how-craft-your-personal-brand-statement/>

A SPACE FOR YOUR NOTES AND THOUGHTS





Appendix 1:

Adjectives you might consider describe your personality, your strengths and your image.

Accountable	Fair	Protective
Adaptable	Flexible	Proud
Agreeable	Focused	Punctual
Alert	Fearless	Quirky
Ambitious	Frank	Receptive
Amenable	Friendly	Reflective
Amusing	Generous	Reliable
Analytical	Gentle	Resolute
Artistic	Gregarious	Responsible
Boundless	Happy	Self-assured
Brave	Harmonious	Self-confident
Bright	Helpful	Sensitive
Calm	Honest	Sensible
Capable	Honourable	Shrewd
Compassionate	Impartial	Sincere
Competent	Industrious	Skilful
Considerate	Influential	Steadfast
Collaborative	Instinctive	Stimulating

Colourful	Insightful	Strategic
Conservative	Inspirational	Talented
Credible	Intelligent	Tech-savvy
Curious	Kind	Thoughtful
Daring	Likeable	Thrifty
Decisive	Loyal	Tough
Determined	Logical	Transparent
Diligent	Mature	Trustworthy
Discreet	Modern	Unbiased
Driven	Motivated	Unusual
Dynamic	Nice	Upbeat
Eager	Patient	Vigorous
Educated	Peaceful	Visionary
Efficient	Personable	Vivacious
Empathetic	Placid	Warm
Energetic	Plausible	Willing
Entertaining	Plucky	Wise
Enthusiastic	Positive	Witty
Entrepreneurial	Productive	Zealous
Expert	Professional	

Appendix 2: Values List

Your values are your guiding North Star.

Your values impact how you feel, behave and react to people and to situations.

When you're living in alignment with your most important values, you feel energised. If you aren't in alignment, then it can sap you of energy and life will be challenging.

Look at the list below and select 3 values closest to you. Ensure you consider the differences between your perceived levels of importance against your actual level of practice in day to day life.

Be honest in your choices.

Value	
Achievement	a sense of accomplishment, mastery of a task or skill or goal, driven, self-motivated, determined
Accountability	reliability and personal responsibility and ownership to ensure what you start you finish
Advancement	growth, seniority, and promotion resulting from work well done
Adventure	new and challenging opportunities, excitement, risk
Aesthetics	appreciation of beauty in things, ideas, surroundings, personal space
Affiliation:	interaction with other people, recognition as a member of a particular group, involvement, belonging
Affluence:	high income, financial success, prosperity
Authority:	position and power to control events and other people's activities

Autonomy	ability to act independently with few constraints, self-sufficiency, self-reliance, ability to make most decisions and choices
Balance	giving equal weight to each area in one's life
Challenge	continually facing complex and demanding tasks and problems
Change:	absence of routine; work responsibilities, daily activities, or settings that change frequently; unpredictability
Collaboration:	close, cooperative working relationships with groups
Community:	serving and supporting a purpose that supersedes personal desires, making a difference
Compassion:	a deep awareness of and sympathy for another's suffering
Competence	demonstrating a high degree of proficiency and knowledge, showing above-average effectiveness and efficiency at tasks
Competition:	rivalry with winning as the goal, determination, ruthlessness
Contentment	at peace with life, balance
Courage:	willingness to stand up for one's beliefs to present unusual ideas, diverse perspectives, challenging the norm
Creativity	the ability to discover, develop, or design new ideas, formats, programs, or things; to demonstrate innovation and imagination
Curiosity	the desire to gain knowledge or information, inquisitive, analytical, interested, excitement
Diligence	the ability to stick at something until it is done, takes perseverance, commitment, drive and passion
Discipline	respect for authority, rules, and regulations, punctuality, willpower, follow through, reliability
Economic	security: steady and secure employment, adequate financial reward, low risk
Enjoyment	having fun and laughing, a love for life

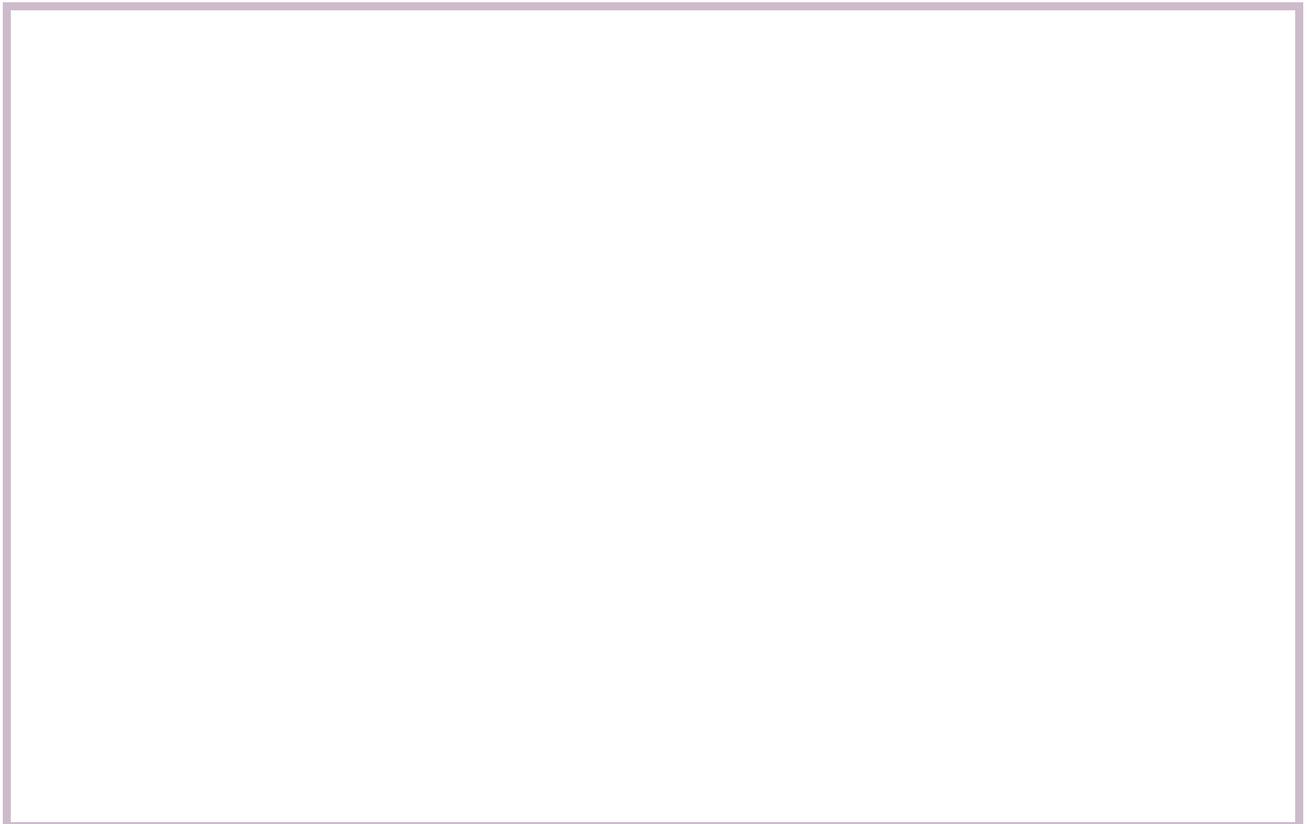
Fame	becoming prominent, famous, well known
Family	spending time with partner, children, parents, or extended family
Freedom	the power to act or speak without externally imposed restraints
Friendship	developing close personal relationships with others
Generosity	kindness, compassion, a willingness to want to give to help and support people or organisations
Growth	The need to reflect on the past, present and future and develop yourself
Happiness	finding satisfaction, joy, pleasure, contentment
Health	physical and mental well-being, vitality
Helping others	ensuring other people attain their goals, provide coaching, mentoring care and/or support
Humility	Having self-worth, you don't need to stand out above others for validation, you are at peace and do not need to be more significant than others
Humour/Fun	the ability to laugh at oneself and not take yourself/life too seriously, a zest for life
Influence	having an impact or effect on the attitudes or opinions of others
Justice	fairness, equality, doing the right thing
Knowledge	the pursuit of understanding, skill and expertise, being able to continuously learn
Love	being involved in close, affectionate relationships, having intimacy
Loyalty	faithfulness, dedication to individuals, traditions or organisations
Order	the need for stability, routine, predictability, standardised procedures and clear lines of authority
Originality	Stray away from the crowd

Personal	Development, dedication to maximizing your potential
Positivity	Focus on the good, enable people to flourish
Recognition	positive feedback and public credit for work well done; respect and admiration
Responsibility	dependability, reliability, accountability for results
Respect for others	civility, cheerfulness, courtesy, consideration, understanding and respect for others
Respect for self	pride, self-esteem, sense of personal identity, reflection, learning, balance, vitality and self-control
Status	being respected for your job, linked to prestigious groups or organisations
Truth	Honest, open direct, trustworthy
Wisdom	sound judgment based on knowledge, experience and understanding

ACHIEVING YOUR GOALS – What's stopping you?

What stops you from achieving your goals, your life ambitions? These 'barriers' may be overcome, or you may have to live with them. But first, you must recognize them.

EXTERNAL - List all the barriers you perceive to be outside your control.



INTERNAL - List all the barriers which, in principle, are within your control.



Now circle those barriers which you feel are particularly difficult to overcome.