

FINDING YOUR FEARLESS
STRATEGY THREE

**Build Your
Personal
Brand**

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STRATEGY THREE FIND YOUR FEARLESS

Welcome

IT IS TIME TO **BUILD YOUR PERSONAL BRAND**

This 7-day journey is designed to help you uncover, shape, and energize your personal brand using the principles of the **F.I.R.E. framework: Feel, Inspire, Reflect, and Energize**. By crafting an authentic personal brand, you will empower yourself to lead fearlessly, create meaningful impact, and inspire others.

HOW TO USE THIS WORKBOOK ⓘ

- 📖 Dedicate a quiet 20-30 minutes daily to each day's exercises.
- 📖 Reflect deeply and write honestly—this is your journey.
- 📖 Use the inspirational quotes to motivate and guide your thoughts.
- 📖 At the end of the week, revisit your reflections to see how far you've come.

Let's ignite your F.I.R.E. and build a personal brand that reflects your passion, purpose, and leadership!



FEEL AND CONVEY YOUR *Authentic Self*



People don't buy what you do; they buy why you do it.

– SIMON SINEK

What values matter most to you as a leader?

How do these values show up in the way you lead and interact with others?

Think about a time when you faced external pressures but stayed true to yourself. How did that choice strengthen your credibility and trustworthiness?

Write down three core values and one specific action you can take to better align your daily leadership with each value.

VALUES

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-
-

ACTION PLAN

INSPIRE *Others*



A leader is one who knows the way, goes the way, and shows the way.

– JOHN C. MAXWELL

Reflect on a time when you inspired someone to act boldly or lead authentically.
What steps did you take to support and encourage them?

Who has inspired you in your journey? How did their actions, not just words, show you what is possible?



Identify one person you can inspire this week through your leadership. Use your journal to create a plan to take action, whether it's mentoring, sharing your story, or leading by example.

DAY | MONTH | YEAR

REFLECT ON YOUR *Why*

Day Three



Your brand is what other people say about you when you're not in the room.

– JEFF BEZOS

What is your “why”? What passion or purpose drives your leadership and decision-making?

How does staying connected to your “why” help you remain focused and make purpose-driven decisions, even during challenges?

Write a purpose statement that reflects your “why.” Consider how this statement can guide your leadership and personal brand moving forward.

ENERGIZE THROUGH YOUR *Brand*



Passion is energy. Feel the power that comes from focusing on what excites you.

– OPRAH WINFREY

What aspects of your work or leadership bring you the most energy and excitement?

How can reflecting on your personal brand reignite your enthusiasm and help you push through challenges?

List three specific actions or habits that energize you and align with your brand.
Commit to incorporating at least one into your routine this week.

01.	02.	03.

CREATE SPACE FOR *Others*



Leadership is about creating an environment where people feel safe to be themselves and take risks.

– AMY EDMONDSON

How do you create a supportive environment where others feel safe to take risks and be authentic?

Think about a time when you helped someone feel comfortable enough to share their ideas or take a bold step. How did that experience impact them and your leadership?



Write down one action you can take to foster psychological safety within your team or community.

PERSONAL BRAND AND LEADERSHIP *Alignment*



Trust, authenticity, and a commitment to serving others are the cornerstones of effective leadership.

– UNKNOWN

What are your short-term and long-term leadership goals? How does your personal brand support and align with these goals?

What adjustments, if any, do you need to make to your personal brand to ensure it continues to serve your vision and goals?



Write a vision statement for how your brand and leadership goals intersect. Identify two actions to strengthen that alignment.

CELEBRATE AND EVOLVE YOUR *F.I.R.E.*



Leadership is not about titles or accolades but about the legacy we build through our relationships and actions.

– OPRAH WINFREY

Reflect on what you've learned about your personal brand this week.
How has your understanding of it evolved?

How will you continue to nurture your personal brand as you grow and take on new challenges?

Write down three commitments for maintaining and evolving your personal brand. Share your purpose statement or one of your insights with a trusted mentor or colleague for accountability.

Congratulations

You've taken intentional steps to craft a personal brand that reflects your authenticity, inspires others, aligns with your purpose, and energizes your leadership. By engaging with the F.I.R.E. approach, you've built a foundation for fearless and impactful leadership.

TAKE A MOMENT TO CELEBRATE YOUR GROWTH

You've created more than a personal brand—you've ignited a spark within yourself to lead with courage and leave a lasting impact.

MOVING FORWARD

- » Revisit your purpose and vision statements regularly.
- » Continue to inspire and empower others with your leadership.
- » Let your brand evolve as you grow and take on new challenges.

As you go forth, keep leading with passion, purpose, and authenticity. The world needs your unique brilliance!

*Your brand should ignite an
F.I.R.E. within you and others.*



