



**BRAND LIKE YOU MEAN IT
ACTION GUIDE**

Let's Get Set Up

This Action Guide is designed to help you reflect on and apply the four core moves in this Brand Like You Mean It module.

Use this space as your companion, a guide to help you think through the steps, clarify your message, shape your narrative, and build a brand that aligns with your next chapter.

You will also need:

- The Brand Like You Mean It online course.
- A notepad to capture your responses and to help you note important points. We like a pen and paper because it gets us out of “work” think and into a more creative space. But use whatever notepad format works best for you.
- Pens or something to write with.
- And a sticky note pad will also be helpful here.

Module 01 Brand Like You Mean It

Brand Lens Audit | Spot Your Patterns

Power Play 1: Notice What Shows Up

To help spot your patterns use these questions as you think about your previous roles and projects:

- What patterns or themes showed up across your past roles or experiences?

- What responsibilities did you consistently take on?

- Which moments or projects felt most energizing or aligned with your strengths?

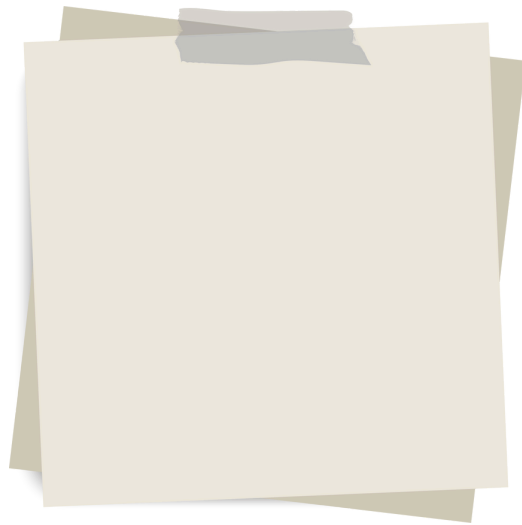
More Thoughts

Module 01 Brand Like You Mean It

Brand Lens Audit | Spot Your Patterns

Power Play 2: Look For What Repeats

Write down 4 peak moments from your career.



More Thoughts

Which of those would you want to repeat?
Which felt misaligned?



Can Repeat These and Why

These Felt Misaligned

More Thoughts

Module 01 Brand Like You Mean It

Brand Lens Audit | Spot Your Patterns

Power Play 3: Energy Check - Part 1

Energizers

I am at my best when I'm

.....

I lose track of time when I'm

.....

I light up when someone asks me to

.....

I feel most useful when I'm

.....

What I'm Learning

This deserves space in my next chapter:

Module 01 Brand Like You Mean It

Brand Lens Audit | Spot Your Patterns

Power Play 3: Energy Check - Part 2

Drainers

I find myself avoiding

.....

I feel drained after

.....

I'm capable, but I no longer want to keep doing

.....

I often think there has to be a better way when I'm

.....

What I'm Learning

What do I give myself permission to let go of:

More Thoughts

Module 01 Brand Like You Mean It

Brand Lens Audit | Spot Your Patterns

Power Play 4: What Do You Want To Be Known For

- Which roles or responsibilities felt most natural, even when they weren't in your job description?

- Where have others repeatedly come to you for help, advice, or leadership?

- What feedback or compliments do you tend to dismiss, but keep hearing?

- If someone else were to write your brand statement, what do you hope they'd say?

- What's one story or project that best reflects what you want to be known for?

Take a moment to pull together what's standing out.

Write down the raw material that feels most you. This is the foundation for your 3 Pillars, which we will get to next.



Capture the Signals | Brand Lens Audit



