

# Personal Branding DNA™



What makes you **distinctive**?

What makes you **notable**?

Who is the **authentic** you?

How do you **express** this to the world?

Personal Branding DNA™ takes you to the essence of who you are:  
what is distinctive, notable and authentic about you.

Guided by your coach, you will:

- Identify what is unique about you; why people choose **you** at work, in business and socially.
- Articulate your uniqueness, accurately and compellingly.
- Uncover your core value and understand its impact on everything in your life.
- Make life-changing decisions with greater clarity and confidence.
- Access your creativity to manifest your vision.
- Connect with your inner purpose and your contribution to the world.
- Express your core message in a way that vividly engages your true audience.
- Unveil the patterns of influence that shape your life's journey.
- Articulate your promise of value and contribution in memorable ways.
- Design frameworks for your blissful living and your authentic contribution.
- Align your intentions with your highest vision.
- Integrate your authentic personal brand with your personal and professional life.

You'll be taking a journey of discovery. Of exploration and distillation. One which engages you at the deepest level and connects you with your life's purpose. You'll bring authenticity and success to your work, business and personal life. Personal Branding DNA™ will give you the tools to communicate who you are and why you are here—accurately and compellingly.

**Individuals:** Personal Branding DNA™ is conducted via weekly meetings with your personal branding coach for a period of 12-14 weeks.

**Organisations:** This program can be delivered to your people with your organisational outcomes in mind.



# Personal Branding DNA™

**F**OCUS

**A**LIGN

**C**ONNECT

**E**XCEL

## FOCUS PHASE WEEKS 1-3

Helps you answer three critical personal brand questions:  
What makes you distinctive? What makes you notable?  
What makes you authentic?

WEEK 1 Profiling Personal Branding DNA™

- Personal Branding DNA™ Map and Unique DNA™ Code
- Distinguishing theme exercise

WEEK 2 Your Core Value

- Who you are meant to become
- Preparation for the Notability Acceptance Speech

WEEK 3 Notability Acceptance Speech

- Authentic voice
- Panning for gold exercise

## ALIGN PHASE WEEKS 4-6

Raises your awareness of your patterns, processes and contributions; integrates who you are, what you want and what you give, so that it is congruent from the inside out. Seamlessly connects your professional life with your personal life. Reminds you that all expressions and representations of you (business card, website, brochure etc) must genuinely reflect who you are.

WEEK 4 Your Internal Compass—Your 'I AM' statement

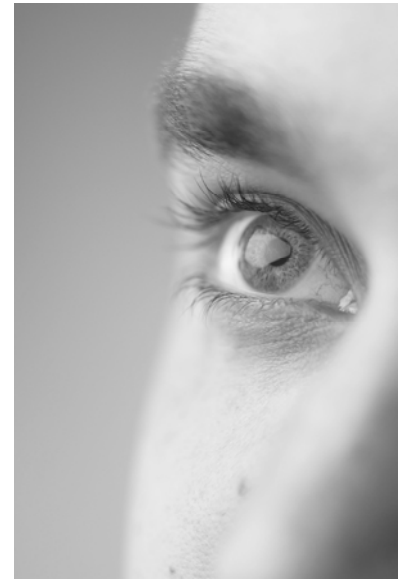
- Personal Branding DNA™ Archetypes: identifying your primary, secondary and tertiary archetypes
- Your 'I AM' statement with its three components: who I am, what I am dedicated to, and the outcome of my dedication.

WEEK 5 Building the Dream

- This exercise helps shape the direction in which you evolve your personal brand over the next year.
- What you'll need to bring your personal brand to life.

WEEK 6 Who You Are Meant to Serve + the Personality You Project

Who is the right audience for you? What identifies the people with whom you want to work? Being clear about your audience is essential to living your purpose, attaining your outcomes and promoting your brand. Personality is the part of you that shows up in the world - that others see and experience. It's about bringing your personality in line with your personal brand message to the world.



# Personal Branding DNA™

## CONNECT PHASE WEEKS 7-9

Helps you understand how you communicate and how you articulate your message to the world. What are the themes of influence that have shaped you to this point?

### WEEK 7 Your Compelling Story

Your compelling story becomes the foundation of your core message that you can later shape into the materials you use to market yourself. It needs to be aligned with your inner conviction, life purpose and contributions. When you allow your authentic voice to shape your compelling story, you are able to articulate it, convincingly, to anyone to whom you speak or write. You capture who you genuinely are.



### WEEK 8 Your Themes of Influence

Themes of influence in personal branding are about connecting with a higher level of awareness to brighten your life purpose. It's about shifting attention both inwards and outwards, so you see more of the reality of your life's work positively influencing the world.

### WEEK 9 Unforgettable You

Unforgettable keywords: learn how people remember you, why people hire or buy from you, and what you do to put yourself forward with integrity and passion. You'll discover your overall attitude about sharing yourself and what you need to do to adjust the way you show up in the world.

## EXCEL PHASE WEEKS 10-12

Helps you learn how to build consistency and constancy into your personal brand every day.

### WEEK 10 Creating Your Day of Bliss

- The purpose of your 'day' dream of blissful living is to provide creative fuel to sustain your intention to remain consistent and constant in your personal brand development. It offers you a robust framework to stimulate the integration of your vision with your intentions.
- Personal Branding DNA™ Assessment

### WEEK 11 Creating the Right Conditions and Mapping your 'I AM' Intentions

What do you intend to experience and establish around your personal brand development over the next year? You will be distilling from your blissful day exercise all of the right conditions to integrate into your life over the next year.

### WEEK 12 The Journey

During the final session, you will review all the pieces of your personal brand puzzle so you can see them come together in your framework of authenticity. Reviewing all of the pieces will help you see how you shape your life, and your contribution to the world as a cohesive and congruent picture of yourself.



# Personal Branding DNA™

**Jean Woo**

**Director, Personal Brand Management Pty Ltd**

## AT A GLANCE

Jean has advised organisations and individuals on personal branding and image management for over 10 years. She helps her clients harness their unique mixture of qualities and values to create a point of distinction, which they convey through their actions and their visual, spoken and written expression.

As an experienced facilitator of corporate programs, Jean has assisted a diverse range of organisations, including financial institutions, professional service firms, and small to multinational businesses.

Jean is principal author of *Executive Style* (Prentice Hall), and is currently co-writing *Dress for Effect*. Her background spans fashion, commercial law, legal publishing and professional services marketing. She has served as a mentor on the Women in Finance Mentoring Program (2004, 2005).

## SKILLS AND EXPERIENCE

- Designing and presenting communication skills programs with a focus on:
  - Professional image and authentic presence.
  - Personal Branding DNA™
  - Verbal presentation including Think on Your Feet® (2 day program).
  - Business writing including Writing Dynamics™ (2 day program).
  - Business etiquette
- Using delivery styles ranging from formal keynotes to experiential games with intensive debrief
- Working with individuals, small groups or large audiences as required
- Relationship building skills gained from over 10 years consulting experience.

Learning programs and presentations are supported by professional and engaging materials including manuals, workbooks and PowerPoint presentations.

## RELEVANT EDUCATION AND TRAINING

- Master of Education in Adult Education, University of Technology, Sydney
- Cert IV in Workplace Training and Assessment
- Writing Dynamics™ Accreditation to deliver 2 day licensed training
- Think on Your Feet® Accreditation to deliver 2 day licensed training
- NLP Master Practitioner Certification; Inspiritive
- Bachelor of Arts/Bachelor of Laws, University of Sydney

## MEDIA AND PUBLICATIONS

- Interviewed by BRW for inaugural *Young Rich* edition 2006; various television and radio interviews
- Principal author of popular business book: *Executive Style: dress essentials for men and women in the business world* (1997) published by Prentice-Hall and AIM
- Author and co-author of articles on business style in fashion magazines eg Men's Style Australia and in professional publications eg Lawyers Weekly

