

CREATE AND IMPLEMENT YOUR UNIQUE PERSONAL BRAND

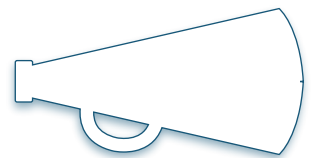
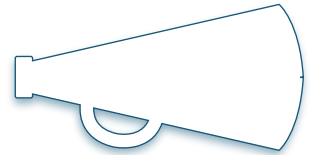
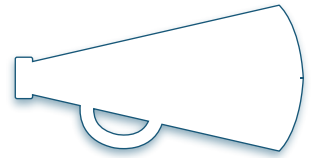
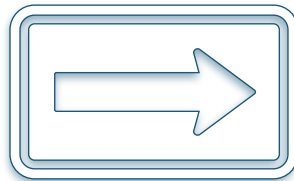
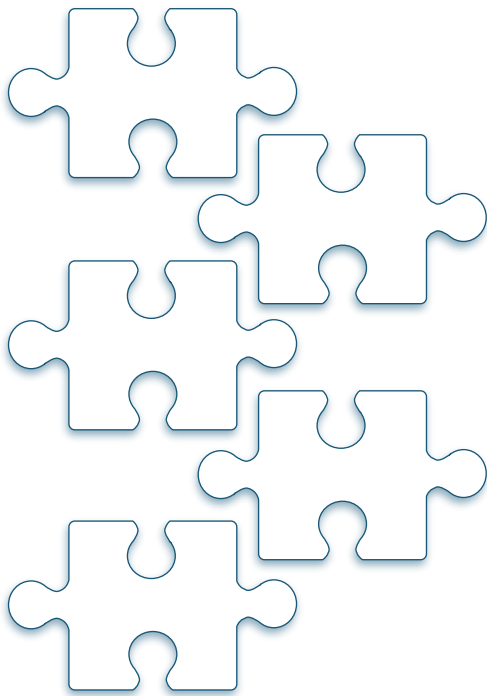
MICHAEL SEEVER

Create and Implement Your Unique Personal Brand

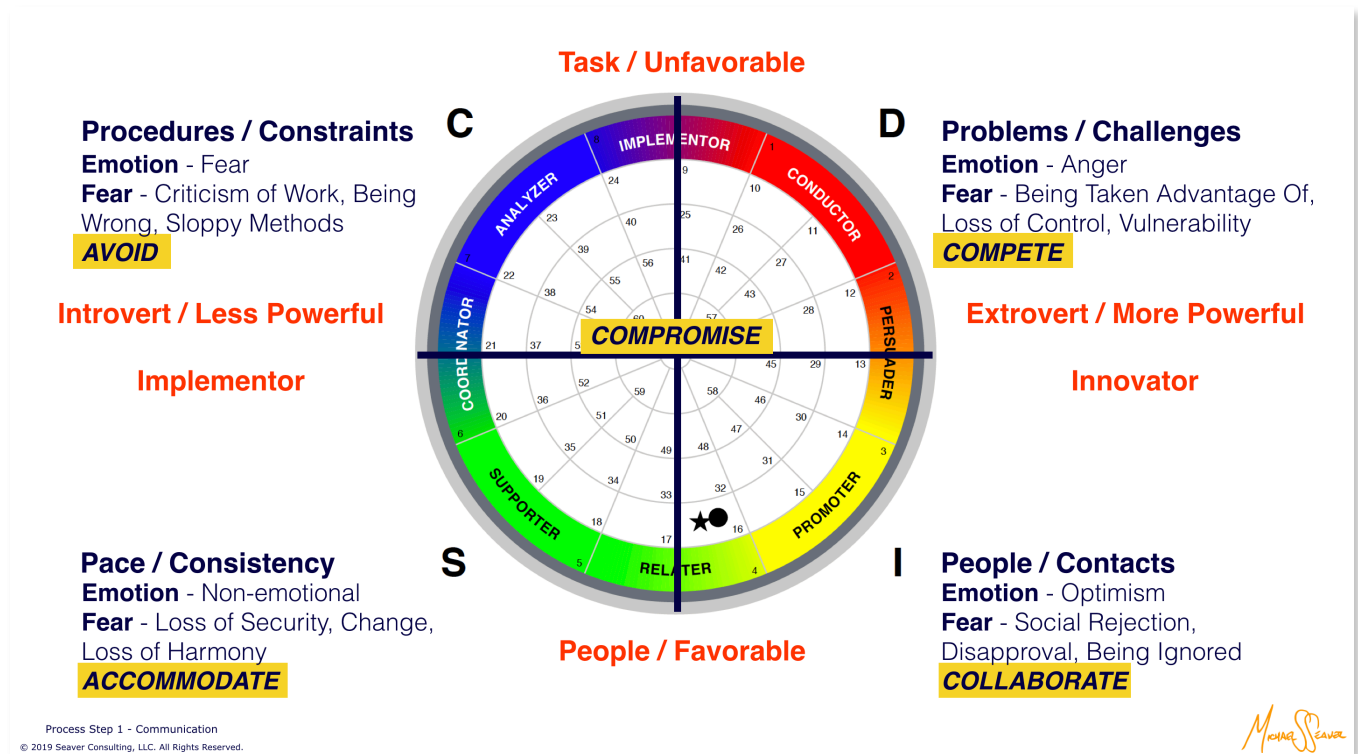
Why This Is Important

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-
-
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The Process



Communication



General Characteristics

Select 10-12 keywords or phrases that describe you

Value to the Organization

Select 3-5 keywords or phrases that describe you

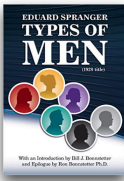
Descriptors







Select 3-5 keywords that describe you

Natural and Adapted Style

Natural (how you communicate/behave at home) and adapted (how you communicate/behave at work) 3-5 keywords or phrases that describe you


Motivators



Instinctive - People who are driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.	 Knowledge	Intellectual - People who are driven by opportunities to learn, acquire knowledge and the discovery of truth.
Selfless - People who are driven by completing tasks for the sake of completion, with little expectation of personal return.	 Utility	Resourceful - People who are driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.
Objective - People who are driven by the functionality and objectivity of their surroundings.	 Surroundings	Harmonious - People who are driven by the experience, subjective viewpoints and balance in their surroundings.
Intentional - People who are driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.	 Others	Altruistic - People who are driven to assist others for the satisfaction of being helpful or supportive.
Collaborative - People who are driven by being in a supporting role and contributing with little need for individual recognition.	 Power	Commanding - People who are driven by status, recognition and control over personal freedom.
Receptive - People who are driven by new ideas, methods and opportunities that fall outside a defined system for living.	 Methodologies	Structured - People who are driven by traditional approaches, proven methods and a defined system for living.

Process Step 2 - Motivators

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General Characteristics

Select 10-12 keywords or phrases that describe you

Primary Driving Forces, Descriptors Wheel

Select 3-5 keywords that describe you

Potential Behavioral and Motivational Strengths

Select 3-5 keywords or phrases that describe you

Ideal Environment

Select 3-5 keywords or phrases that describe you

Keys to Motivating

Select 3-5 keywords or phrases that describe you

Values

Value #1 _____

Value #2 _____

Value #3 _____

Value #4 _____

Value #5 _____

Value #6 _____

Past, Present & Future

PAST

What is your favorite childhood memory?

What has been the most trying experience in your life?

Tell me about an experience in a foreign country that was a revelation.

What do you love to do in your free time?

Is there a cause that you've devoted time to and feel passionate about?

What are the most important lessons you've learned in your life?

Are there perceived problems/issues that have occurred repeatedly?

What things do you want to be remembered for?

What would you do if you knew you could not fail?

PRESENT _____

Activities You Spend the Most Time on (e.g. email, meetings, employee management, job duties)

Activities that Interest You (e.g. things at work that excite you, gift you energy, what you work extra for)

Location of Your Office (e.g. how long is your commute, in major metro area/small town, size of office)

Total Compensation (e.g. salary, bonus, benefits, retirement, travel, expense account)

Daily Tasks (e.g. sales calls, spreadsheet analysis, strategic thinking, team projects)

Responsibility Level (e.g. your title, size of budget, number of direct reports)

Growth Potential (e.g. promotion after X years, additional professional development opportunities)

FUTURE _____
Activities You'd Prefer to Spend the Most Time on

Location of Your Office

Total Compensation

Daily Tasks

Responsibility Level

Growth Potential

Authority

(e.g. Degrees, Certifications, Board positions, Volunteerism, Life experiences, Businesses built, bought, sold, Accomplishments at work)

Patterns

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Personal Mission

I am a coach who uses outdoor activities and life's adventures to develop a community of close-knit relationships to serve those in need.

(1) I am a mentor who uses business frameworks and unique learning experiences to improve others' economic opportunity.

I exist to create environments that break people free from self limiting beliefs and traditional structures.

I create adventure and joy for those without a voice through knowledge and innovation.

(2) I exist to create innovative experiences and reinforce empowering beliefs that encourage lifelong learning, enable self-expression, and connect people for fulfilling lives.

(3) I exist to serve others as they create independence and achieve what they're capable of by supporting their experiential learning with the benefit of my past experiences.

___ creates family atmospheres to help others lead significant lives, especially those who do not have the means or opportunities to achieve.

___ exists to convince others to take a chance on themselves and believe they deserve better than their current lifestyle.

Goals

(1) Experienced senior financial executive, CPA and EMBA with deep expertise in financial modeling, product pricing analysis and streamlining operations' processes. An optimistic mentor who motivates and leads high-performing teams to achieve big results, build frameworks to maximize efficiency and excel in purpose-driven companies. A continual learner and growth-oriented leader who is resilient, works hard to drive meaningful return on investment, solves problems creatively and openly shares knowledge and appreciation. Active in multiple professional associations and community-based philanthropic endeavors.

(2) Vice President who delivers innovative results leading multi-million dollar product portfolios and global teams for B2B and B2C organizations. Expertise solving complex business and change management opportunities through connecting people, data, analytics, and technology for geographically dispersed and highly-matrixed groups. Executive who transforms processes to drive value for customers, grow revenue, and increase profitability. A courageous, compassionate, and empathetic leader who has launched new products in Australia, North America, Asia, and Europe in ever-changing marketplaces. Track record of building transparent relationships, promoting cross-group collaboration, developing world-class talent, and leading highly-engaged teams. A continual learner who holds a master's in global management, a master's in economics, and is a certified SAFe 4 Agilist. Influencer who creates innovative experiences and reinforces empowering beliefs that encourage lifelong learning, enable self-expression, and connect people for growth and fulfilling lives.

(3) ____ is independent, and is fiercely loyal. He is competitive, driven by integrity, comfortable making high risk decisions and takes an unconventional approach to goal achievement. ____ builds frameworks and facilitates important relationships to produce excellent business outcomes. He is a mentor and coach who achieves big goals through people. ____ is a continual learner who repeatedly questions traditions to create unique solutions. He loves travel and outdoor recreation. ____ actively gives time to community programs and loves health and wellness. He is a devoted husband and proud father of three adult children.

Target Audience

Implementation



EQUAL CHANCE TO BE UNEQUAL



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