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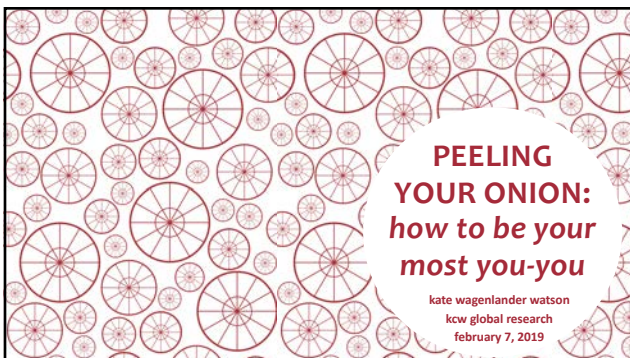
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**WHO AM I?**



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**1. DEFINING YOURSELF**  
2. BUILDING YOUR BRAND

kcw

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**WARNING:**  
**about to get a  
little touchy  
feely**

kcw

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**KNOW THYSELF**

Strengths

Weaknesses

Hopes....Dreams....Fears....




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**KNOW THYSELF FAIL**

I saw myself as...



My friends saw me as...


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**SO NOW RECONCILING MY...**

Structured & Organized Side



Quirkier Side





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**FINDING YOUR "VOICE"**  
**"CLIENT VOICE"**

Be Authentic

Be Open to Seeing Your Vulnerabilities & Weaknesses



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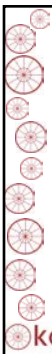
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**FINDING YOUR "VOICE"**  
**"PARTICIPANT VOICE"**

Be Authentic

Be Open to Seeing Your Vulnerabilities & Weaknesses



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**ABSORB EVERYTHING**



Internalize Everything

Sift Through & Find Your Authenticity

Keeping In Mind....



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**MODERATORS ARE UNIQUE**





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**DEFINE YOUR IDEAL YOU**

What do you want to be?

What changes can you make to become more of what you want to be?




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**WHAT IS YOUR END GAME?**

Where do you want to be in 40 years?


15 years?

5 years?

year?

3 months?

1 month?




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**BUILD OUT YOUR PLAN**

Start Backwards

Make It Manageable – Set Small Goals

Be Nimble

Build Your Team

- Find An "Accountabilibuddy" or a Mentor
- Get a Financial Planner




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**CHECK YOURSELF**

Stay Humble

Stay Introspective




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**CHECK YOURSELF**

- Stay Humble
- Stay Introspective
- Give Yourself Grace




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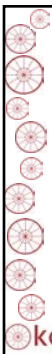
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1. DEFINING YOURSELF  
**2. BUILDING YOUR BRAND**




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**QUESTIONS:**

- Have you defined yourself?
- Does it feel authentic to who you are?

**CONGRATULATIONS!**  
**YOU ARE 90% THERE!**




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**NOW WHAT?**

- Pursue Your Professional Passions and Interests
- Join Clubs and Committees
- Blog, Twitter, Newsletters, etc.
- Giving of Company Gifts




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**Client Thank You**

**thank you**

kcw global research would like to thank you for your recent qualitative study.

as a token of appreciation, a donation has been made in your honor to World Vision through the purchase of a farm animal that will help sustain a family and positively impact their economic future.

for every study conducted with kcw global research, another donation will be made in your honor. I look forward to the opportunity to work with you again.





Ducks  
Donating in \$20



Goats  
Donating in \$20



Family Fishing Kit  
\$20



Alpacas  
Donating in \$20




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**Valentine's Day!!**





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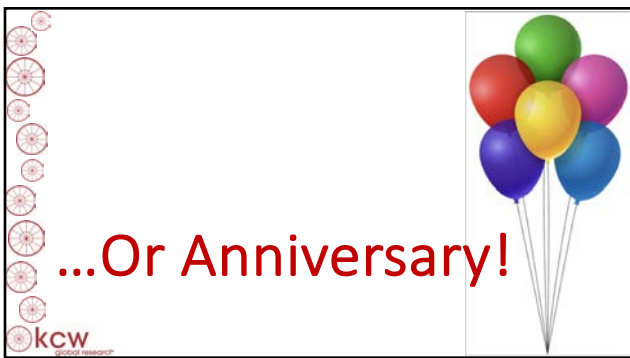
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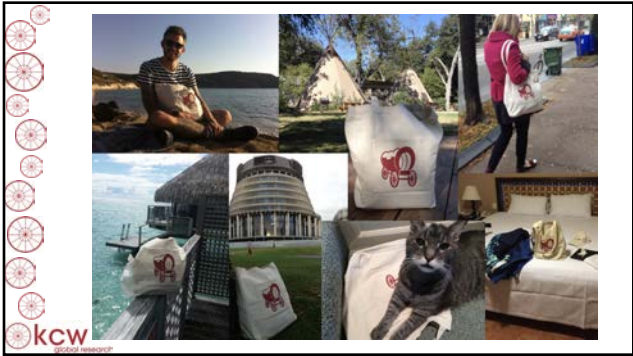
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## 10 years

Top 10 KCW Global Research Accomplishments

10. Conducted 215 projects for over 25 different clients
9. Drank over 4324 Diet Cokes... although recently reformed
8. Published 40 blog posts to the "Life and Love of KCW Global Research"
7. Fell in love, got married, and moved to Auburn, AL - the things we do for love!
6. Helped over 35 brands strategically achieve objectives
5. Operated in three states: Charleston, SC, Chicago, IL, and now settling down in Auburn, AL (note that Kate grew up in Auburn, OH)
4. Started volunteering with Casting for Recovery and am now proudly on the national Board of Trustees
3. Became active creator of packaging and product goodness... @kwcglobal
2. Loaded a wide variety of fish, foliage, rocks, trees, etc. all around the world
1. Grew a village of clients, friends, and family that help make KCW Global Research what it is and why it is going so strong after 10 years! THANK YOU! --- Kate Maguire-Watson, 334.934.3154, kate@kwcglobalresearch.com



**kcw**  
global research

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## FINAL THOUGHTS

- Be Authentic
- Find *Your* Way To Connect With Clients
- HAVE FUN!
- Be Consistent
- Keep Pushing Yourself!

**kcw**  
global research

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**Thank you!**




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**ideas, questions, thoughts?**  
don't be a stranger! reach out!

**kate wagenlander watson**  
334.521.5081  
kate@kcwglobalresearch.com





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**ideas, questions, thoughts?**  
don't be a stranger! reach out!

**young seymour  
bigglesworth  
danger-watson**  
334.521.5081  
info@kcwglobalresearch.com





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