PEELING YOUR ONION: how to be your most you-you
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ON TODAY’S MENU...

1. Defining Yourself

2. Building Your Brand
WHO AM I?

1. DEFINING YOURSELF
2. BUILDING YOUR BRAND

WARNING: about to get a little touchy feely
KNOW THYSELF
Strengths
Weaknesses
Hopes….Dreams….Fears….

KNOW THYSELF FAIL
I saw myself as....
My friends saw me as...

SO NOW RECONCILING MY...
Structured & Organized Side
Quirkier Side
FINDING YOUR “VOICE”
“CLIENT VOICE”

Be Authentic

Be Open to Seeing Your Vulnerabilities & Weaknesses

FINDING YOUR “VOICE”
“PARTICIPANT VOICE”

Be Authentic

Be Open to Seeing Your Vulnerabilities & Weaknesses

ABSORB EVERYTHING

Internalize Everything

Sift Through & Find Your Authenticity

Keeping In Mind....
MODERATORS ARE UNIQUE

DEFINE YOUR IDEAL YOU

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

WHAT IS YOUR END GAME?

Where do you want to be in 40 years?
15 years?
5 years?
year?
3 months?
1 month?
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

CHECK YOURSELF

Stay Humble

Stay Introspective
CHECK YOURSELF
Stay Humble
Stay Introspective
Give Yourself Grace

1. DEFINING YOURSELF
2. BUILDING YOUR BRAND

QUESTIONS:
Have you defined yourself?
Does it feel authentic to who you are?
CONGRATULATIONS!
YOU ARE 90% THERE!
NOW WHAT?

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

Client Thank You

Valentine’s Day!!
Valentine’s Day!!

...Or Anniversary!

8 years
10 years

Ten of IBM’s Most Successful Business Leaders

1. John S. Shumway, President, IBM
2. Thomas J. Watson, Jr., Chairman, IBM
3. Arjay Miller, CEO, IBM
4. Donald F. Feetham, CFO, IBM
5. Gertrude S. Bump, Vice President, IBM
6. Charles C. Berend, President, IBM
7. Martin F. Landau, President, IBM
8. John E. Kelly, President, IBM
9. Archie H. Conover, President, IBM
10. Edward A. Corcoran, President, IBM

FINAL THOUGHTS

Be Authentic

Find Your Way To Connect With Clients

HAVE FUN!

Be Consistent

Keep Pushing Yourself!
Thank you!

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

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