

# FINDING THE SUPERHERO WITHIN:



PRESENTED  
BY  
ERICA B  
COACHING

IDENTIFYING YOUR SUPERPOWERS TO HONE YOUR BRAND

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**"HELP! WE NEED A  
SUPERHERO WHO  
CAN FLY!"**



**THE WASP**



**WONDER  
WOMAN**

**WHO WOULD YOU  
CHOOSE? WHY?**

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# HELP WANTED...



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**BENEFITS\* OF TURNING INTO A SUPERHERO**



- Create comfort in your own superpower exploration – identification/refinement for your brand
- Develop engagement ideas for clients/students to undergo this same process
- Highlight branding advantages over social media channels – predominately LinkedIn as one of the most robust & free social media platforms
- Recognize how the better focused our “Brand of Help” is, the easier it can be to create connections & build relationships for long-term employment success

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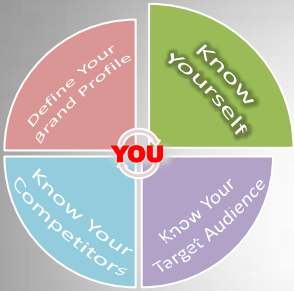
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# KNOW YOURSELF EXERCISE



1. Know your VPs
2. Understand your Brand Attributes (Superpowers)
3. Document your Goals

- Take a few minutes to determine & write down 3 words that you feel best describe YOU
- Now, turn to a colleague (if you came with one) and ask her/him for 3 words s/he feel best describes YOU
- If you did not come with a colleague, use a lifeline, and text a friend!
- Let's Discuss

Use in conjunction with the "Extract" Brand Attributes worksheet

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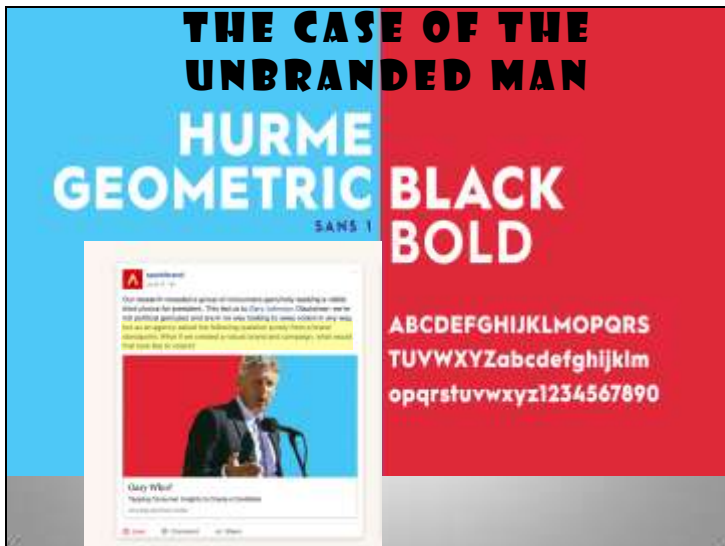
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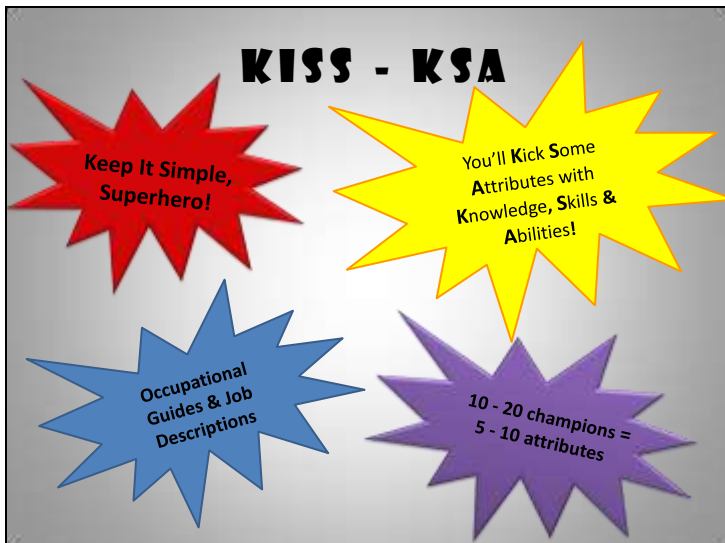
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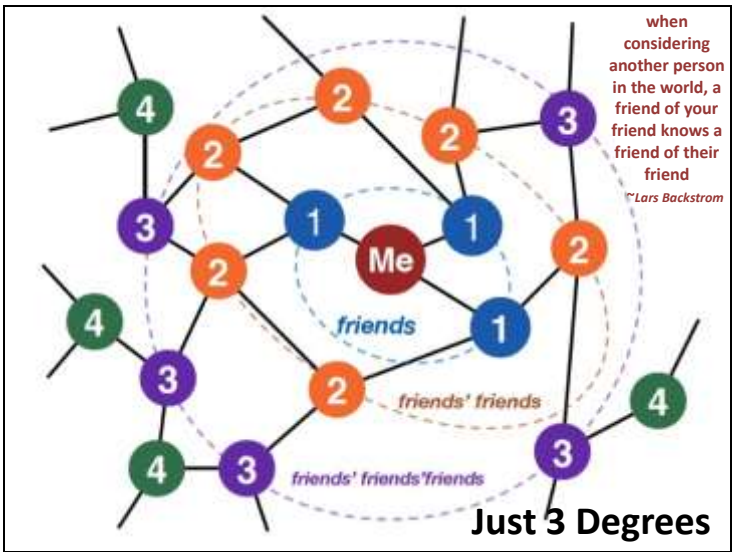
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Between you and your next job opportunity!

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### POWER OF CONNECTIONS!

By 2013 **97%** of all positions filled through a **network connection**

**Job Openings**

Publicly Posted	15%
Never Publicly Posted	85%

"Hidden Job Market" created from Social Networks

**Who Knows Your Brand of Superpowers?**

*If you don't have the network, you are starting without a key ingredient - People. Without people, there's no one to spread the word and no one to hire you. ~ Tim Tyrell-Smith*

This is why it's so important to know and express the "Brand of Help" you offer...which are the Superpowers you poses!

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### RELATIONSHIP BUILDING

Who's Currently in your Tribe? Who are your Champions?

<b>Friends &amp; Family</b> (incl Partner)	<b>Neighbors, Community &amp; Political Groups</b>	<b>Personal Business Connections</b> (e.g. mechanic, bank teller, CPA, doctor, dentist, hair stylist, server, store clerk, barista)
<b>Co-Workers, Suppliers, Customers</b> (Recent & Past)	<b>School Peers / Alumni &amp; Professional Organizations</b>	<b>MeetUp &amp; Spiritual Groups</b>

Worksheet located in Google shared folder

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## TIPS FOR HONING & CONNECTING

- Embrace who you are & what you do - KISS
  - Brand your Superpowers - KSAs
  - Develop your profile - on & off line
  - Build your tribe - start w/1<sup>st</sup> degree
    - Foster relationships - IRL
    - Be constant & consistent
  - Seek help from a Career Trainer

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**\*BONUS**

**CALLING ALL SUPERHEROES!**

>>>Let's Power Up our Connections<<<

Send me a *personalized* message on LinkedIn, and I'll open access to additional resources for you & your clients

Have you connected? Find me on LinkedIn & connect with a personalized message ([erica.beggan@gmail.com](mailto:erica.beggan@gmail.com)) to gain access to the Google shared folder that has bonus content related to the topic. I also have on-line tutorial for an easy guide to creating a personalized invitation; visit [my YouTube channel](#).

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**Erica B Coaching**

**Trainer | Coach**

A Professional Coach with a superpower to help you find yours within Job Search, Career Development & Public Speaking

**714.758.5352**

<http://www.linkedin.com/in/ericabeggan>



Please keep in touch; I'd love to hear about your & your participants' successes in branding!

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