



CIRCULAR LEADERSHIP MASTERMIND TOPIC:- **AMPLIFY YOURSELF**

Think of this like making your radio broadcast signal stronger.

When amplifying yourself come from a foundation of Lover with her love and appreciation of herself; and act from Warriress with her bravery and enthusiasm.

Create Opportunities:-

- Join in cross departmental meetings or initiatives that have high impact in the organisation or that are related to your area of thought leadership (and/or take a more active and visible role in the ones you're already in). This allows you to tactically raise your profile and cross pollinate with the right people
- Start a new group or initiative which taps into an unmet need or challenge that people have and allows you to broaden your reach
- Join industry groups and volunteer to fulfil a meaningful role within them to give you more visibility
- Write guest articles for industry magazines / websites / blogs
- Start your own blog (or revive a blog that has been withering on the vine!)
- Brainstorm other ways you can create opportunities to raise your profile

Making the most of Opportunities:-

1. Always have one current booster share ready to go

This is a short share about a personal achievement or something that you're proud of. Use it when someone you consider to be a strategic contact asks you "how are you?".

The beauty of this is you don't have to look for moments to promote yourself and awkwardly shoe horn it into the conversation, you simply leverage a question that you are asked daily.

For example "I'm really good; particularly because I've just completed "X project" aimed at minimising unnecessary expenditures and now I have a blueprint we can roll out to create similar results across the company."

It's also easier because the primary focus is on how you are feeling and the piece of work rather than on yourself. Plus positive feelings are contagious so it sets a nice tone for the conversation.

You don't need to expand on your booster share, if the other person doesn't ask more question about it you will have sown a seed that you're someone who's up to stuff up to



which helps build your reputation and brand. Keep changing your booster share so it's current.

2. Own your "I"

Rather than diluting your contribution by referring to the collective "we" when describing your achievements; establish your credibility and gravitas by using "I". Name your thoughts and opinions about topics you're speaking about.

"I believe; I think; I feel; the team and I, I did this with the help of my team..."

This is not about claiming credit from others or trying to be a tall poppy; it's about raising your head above the parapet and establishing yourself as the expert and thought leader.

3. Describe what you do in a compelling way

When someone asks you what you do; do NOT simply say your job title and company or use jargon the average person wouldn't understand. Use this simple formula which focuses on the value that you provide for other rather than you:

"I help x to achieve y which results in z outcome"

X = people you help

Y = the results you realise

Z = the benefit of that

you're not trying to paint a complete picture of what you do - you're giving people a vignette that they can clearly understand to pique their curiosity. This means they are more likely to ask you more questions about it and be able to repeat it to someone else.

For example:-

"I work at C4 and help to secure all the rights that we need to be able to broadcast our most popular TV shows like Googlebox so that we can generate additional revenue to fund the development of new cutting edge documentaries"

"I help professional women overcome their fears and self-doubt so that they can advance confidently in their careers"

If you're in between roles, focus on what you'd like to be doing or are most passionate about

"I'm an advocate for diversity and inclusion within large organisations and have a mission to help close the gender pay gap within 10 years instead of the current 50"



4. Impress the movers and shakers within your organisation or industry

These are people who could be sponsors and open doors for you. If you have the chance to speak with them, capitalise on those moments to make a positive and memorable impression. When they ask you what you do use this 3 part format to respond:

- a. How you help others now (the value you provide in your organisation currently);
- b. What you'd like to be doing in the future and why you're excited about that;
- c. What you need to realise that step or what you're looking for

This helps you showcase the value you can provide whilst also demonstrating that you have aspirations and want to make an impact – this is more likely to inspire their desire to support you. The final step tells them what they can do to help you – which makes it easier for them to do.

For example:-

"I'm a sustainability champion and I'm currently rolling out the 1 sustainable step approach within each team in the UK division but my bigger aim is to make the company the number 1 leader in sustainability across the whole industry worldwide! It's a big mission I just need to enrol the MDs of each territory in the mission to get the ball rolling."