**COACHING SESSION ON:**

**PROFESSIONAL IDENTITY**



## 

## **INSTRUCTIONS**

* This material is provided as a complementary resource to our conversation on Professional Identity and Personal Branding.
* To make the best of this material, see it as an aid to help you further explore your identity and ways you can further strengthen it.
* Watch the video provided, answer the questions that follow, then we will round up the module with a discussion to attend to questions and more.
* Keeping a notebook and a pen handy and taking detailed notes would be ideal. *You will only have access to this resource during the course of our interaction.*
* The resource includes 5 modules of a video clip of approximately 90 minutes, and a series of questions/action items you are required to respond to.
* The first module can be accessed with the password provided.
* Videos for Modules 2 - 5 requires you to have a vimeo account. Please provide your vimeo username *(or register one if you don’t have it, via https://vimeo.com/join)* at the end of action items for Module 1.

**MODULE 1: LIFE PLANNING & 360 VISION**

[**Module 1 Video (vimeo.com/jerryagenyi/go1)**](https://vimeo.com/199736518): Password: ***go1***

**Additional Resource:**

* [***Life Plan***](https://drive.google.com/file/d/0B_DVrlGm5FfCLWdJbjlvdmFId0lDS1NVZUZpSEk5X2dEbTl3/view?usp=sharing)*(view this before you watch the video)*
* [***The Overview Effect Video***](https://www.youtube.com/watch?v=CHMIfOecrlo)

|  | **ACTION ITEM** | **PARTICIPANT’S RESPONSE** |
| --- | --- | --- |
| **1** | **Mention one word that defines your personal identity?** |  |
| **2** | **What is your survival skill and talent?** |  |
| **3** | **What is your professional identity?** |  |
| **4** | **What is your family heritage?** |  |
| **5** | **What are your multiple streams of income?** |  |
| **6** | **Name five people in your power network and the role they play?** |  |
| **7** | **What is your spiritual identity, and spiritual routine?** |  |
| **8** | **How do you plan to improve your mental health?** |  |
| **9** | **How would you describe your leadership role in your community?** |  |
| **10** | **How would you describe yourself outside of your home country?** |  |
| **11** | **What is your** [**vimeo**](https://vimeo.com/join) **username?** |  |

**MODULE 2: PROFESSIONAL IDENTITY**

**Module 2 Video:** [**vimeo.com/jerryagenyi/go2**](https://vimeo.com/jerryagenyi/go2). *If you haven’t provided your vimeo username before now, this link will be dead.*

**Additional Resource:**

* [***CV for Marissa Mayer, CEO YAHOO***](https://drive.google.com/open?id=0B_DVrlGm5FfCczlfQlJHeW5UZllvSzRZWS1JTFFHN2FOeFFZ)
* [***LinkedIn Professional Headline Generator***](https://drive.google.com/open?id=0B_DVrlGm5FfCbHh3N25jM19VLUdfYi1tTW9yaW9oX3Z1WjVR)

|  | **ACTION ITEM** | **PARTICIPANT’S RESPONSE** |
| --- | --- | --- |
| **1** | **Caption your professional identity with three keywords?** |  |
| **2** | **What is your highest professional aspiration at this time?** |  |
| **3** | **What is “your why” for this aspiration?** |  |
| **4** | **Mention three peak moments in your career so far?** |  |
| **5** | **Mention three accomplishments you’ve had in the areas of your survival talent and skills?** |  |

**MODULE 3: THE BUSINESS OF STORYTELLING**

**Module 3 Video:** [**vimeo.com/jerryagenyi/go3**](http://vimeo.com/jerryagenyi/go3)

|  | **ACTION ITEM** | **PARTICIPANT’S RESPONSE** |
| --- | --- | --- |
| **1** | **Using GO Template For Influential Storytelling, complete the following:** *One way I am changing my personal narrative is \_\_\_\_\_\_\_\_\_\_\_\_\_\_?* |  |

**TEMPLATE FOR INFLUENTIAL STORYTELLING**

* **Professional Identity:** *Industry leadership, professional transitions and aspirations*
* **Hero/Shero Journey:** *Emotional experience, victories, triumphs*
* **Defining Moments:** *Aha moments, mentor, discovery, awareness*
* **Outcome:** *Successes, results, accomplishments*
* **Call to Action:** *The ask, transferable experience, value proposition*

**SAMPLE**

| ***BEFORE*** | I moved from Burkina Faso to the US after high school in search of better opportunities. It took me two years to learn English and try to adjust to the American life. When I registered for college, my parents could not support me anymore and I took two jobs while attending classes full-time. I decided to major in Political Science because I read a lot of biographies and I was greatly influenced by Nelson Mandela, Martin Luther King and other great leaders' lives stories. I wanted to learn how government functions, how decisions are made and how many of the social challenges can be resolved. During my undergrad years, I also participated in Model United Nations competitions to sharpen my research and debate skills and also deepen my knowledge in international relations. Upon graduating from Hunter College, the City University of New York, I decided to move to the Washington area to settle down career wise. I have applied to countless jobs in my field and attended numerous network event without any luck for a job offer. I tried my luck in other fields and landed a job in banking. Though working in banking, I am still passionate about international work and public policy and I have decided to take my education to the next level by applying for a Master of Science in Global Health at Georgetown University. |
| --- | --- |
| ***AFTER*** | My name is Jane Doe and I am as a rising international development leader. I came to America from Burkina Faso after my high school, given my home country was non-English speaking, the adjustment to the American life was somewhat challenging. I self-learned English language and worked two jobs to fund my college education.  In 2005, after reading the biographies of Nelson Mandela, Martin Luther King, and other great leaders' lives stories, I came immersed with the idea of making a change in developing countries like my home country, so I pursued my undergrad in Political Science. I wanted to learn how governments function, how decisions are made and how many of the social challenges can be resolved.  After my education, I decided to move to the Washington DC to pursue a career in international development, particularly global health. As I continue to seek these opportunities, I decided to work for CAPITAL ONE because I understand the important role business and finance, play in international development.  I am currently enrolled in Masters of Science in Global Health at Georgetown University, and volunteer at the AAG in Silver Spring MD, a community nonprofit expanding to affordable health care for low-income communities. |

**MODULE 4: BUILDING YOUR PERSONAL BRAND**

**Module 4 Video:** [**vimeo.com/jerryagenyi/go4**](http://vimeo.com/jerryagenyi/go4)

**Additional Resource:**

* [***5 Reasons You Should Define Your Professional Identity by Yourself***](http://www.huffingtonpost.com/entry/5-reasons-you-should-define-your-professional-identity_us_57868874e4b0b107a240411f)

|  | **ACTION ITEM** | **PARTICIPANT’S RESPONSE** |
| --- | --- | --- |
| **1** |  |  |

| **INFORMATIONAL PRODUCTS** | **STARTING TODAY** |
| --- | --- |
| * Motivational * Leadership * Financial * Business * Marketing * Relationship * Spiritual * Style * Productivity * Industry | * Determine your brand Identity * Set-up social media pages * Get a personal/business website * Partner with an existing business/network * Register a business * Sell! Sell!! Sell!!! |

**MODULE 5: BRAND MONETIZATION & NETWORKS**

**Module 5 Video:** [**vimeo.com/jerryagenyi/go5**](http://vimeo.com/jerryagenyi/go5).