

YETUNDE BANKOLE-BERNARD

THE
**CONFIDENCE
BOOSTER**

HOW TO AMPLIFY YOUR CONFIDENCE
AND INFLUENCE PEOPLE.

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You did good, Well Done!

Hello there!

I'm mighty glad you decided to take charge of your own growth by purchasing this workbook.

Let me tell you a quick story.

Growing up as the last child in a family of 4 much older siblings, I didn't find my voice early. I didn't need to.

I never had to make any decisions anyway and my life was pretty much planned for me. No real need to interrupt anything.

I was content and had no major ambition to outdo or out shine anyone. I approached friendship with caution and my conservative upbringing kept me in check. I did not speak when I was not spoken to. I did not reach for anything that I had not been expressly told to reach for.

In the same vein, I held myself in high esteem so I did not go after anything or anyone that was not expressly coming after me too.

Sounds cool right? The danger with this is that as I grew, I subconsciously expected opportunities to come and when they didn't, I'd sit still and wait.

I had become accustomed to waiting. Holding back and seeking permission to step forward.

Unfortunately, the life we've been given is not intended to work that way.

We are to function from the unseen and create our own magic.

While at it, we are to make such an impression on others that they too not only become believers, but teachers of 'possibilities'

As you go through these pages, prepare your mind to -

Open; Imagine;

Yearn; Discern

Seek for and Find.

Influence is your birthright.

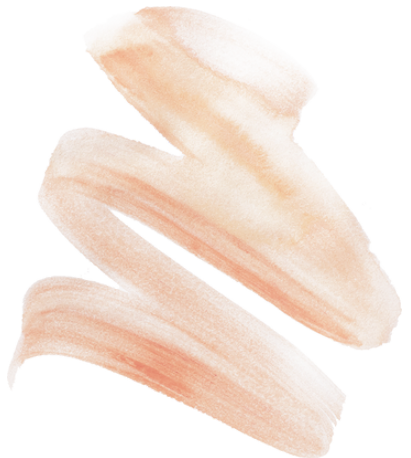
Soak that in.

See it so you can Be it.

And then, Wear it.

With Confidence.

YBB



THE BRAND 'YOU'

"Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called 'you'." Tom Peters

Are you wondering why we're starting out with a topic that has 'Brand' slapped on it?

Look at it this way, we cannot talk about influence in today's world without personal branding and/or identity. This is important since it is what others come in contact with as they actively search and scrutinize you in an online world as well as in face-to-face interactions.

Whether we are aware of it or not, all of our online interactions - on LinkedIn, Facebook, Twitter, Instagram etc - form a digital profile that creates a perception in the mind of others. And now, more and more managers and recruiters, even the people you might refer to as "sponsors" are using the Internet to check and gauge the character and desires of their potential connections.

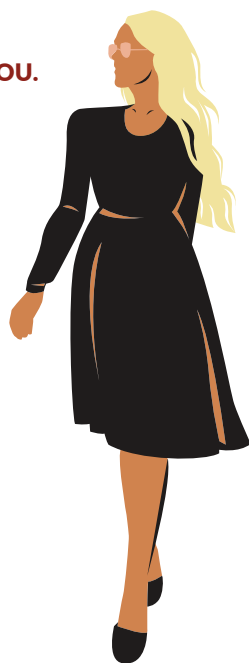
Actively building a personal profile helps you to craft a unique voice in presentation and gives you the ability to create an authentic representation of your personality.

Although social networking sites are largely about engaging in a social context, it is prudent to consider them as forums where you can share your ideals, vision and attract a tribe of people that believe in your cause.

The most important thing to note is that your personal brand must be compatible with and represent your expectations, values and interests. What do you want to say, and what expertise and wisdom do you have to convey your message?

If you wish to be an influential speaker, project yourself as someone with public speaking experience, ambition and unlimited resources in your chosen area of expertise.

You, must be YOU.





CHAPTER 2

EXECUTIVE PRESENCE

No man or woman attains a top job, lands an extraordinary deal, or develops a significant following without this heady combination of confidence, poise, and authenticity that convinces the rest of us we're in the presence of someone who's the real deal.

Sylvia Ann Hewlett

We have all, at one point, met those people who when they walk into the room turn heads, they immediately attract everyone's attention and in a positive way. There is this "wow" factor about them that leaves everyone around them in silent awe.

It is not magic! It's called "Executive Presence" and it is developed using a combination of competencies, skills and temperament that reflects strong and positive signals to other people.

When you are looking to influence people, in whatever capacity, it is important that you are able to command the room, people must strongly gravitate towards you and be ready to act when you instruct.

If you plan to be able to influence a large number of people then **Executive Presence** is not just a quality you should have but a requirement you must possess. To get this you must be able to stand out always, project an authentic and confident style, with characteristics that can excite the imaginations of people and ultimately win them over.

Three of the most important facets of Executive Presence are **Substance, Style** and **Character** which can be loosely categorized under Appearance and nonverbal communication.

Your **substance** is your refined 'ways' of being.

It is built by your social presence, conduct and level of somberness when relating to others. This helps you develop a sense of maturity, increasing your capacity to mobilize people. When people view you as a person of substance, they see you as assertive, poised and in tune with the reality of others; very importantly, it gives credence to your style.

Now your **style** is what people see first about you, it encompasses your dressing, mannerisms and also your interpersonal behaviour.

Compulsorily your style must correspond with your brand identity as a dissonance will only leave people confused about you and consequently disinterested in you. Your style is what will strike people before they even pay attention to your character or substance, it is a significant determinant of if you will even be listened to, and so it is something you want to pay particular attention to.

How can you create a unique style?

Learn to find comfort in your skin as you are.

Pay attention to your natural body patterns and shape. Aim to highlight your most flattering features and camouflage your least flattering.

What do you like about yourself?

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What features and characteristics do people compliment about you?

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Is it your smile?

Is it your bubbly laughter?

Is it your ability to be calm in an argument?

Whatever it may be, as long as it comes easily to you, highlight and intentionally project these things.

Within the context of executive presence, character has to do with your core, the values that define and guide you. It encompasses your beliefs, perspectives and temperament. It is the basic but most important part of influencing people, subtle but can be overwhelming. It reflects in qualities like courage, confidence, veracity and discretion which you should embody totally.

OTHER IMPORTANT FACETS OF EXECUTIVE PRESENCE

CHARISMA

Attitude, Power, Seriousness

CONFIDENCE

Presence, Authority, Impact

COMMUNICATION

Active Listening, Body Language, Public Speaking

CONNECTING

Interpersonal Skills, Relationship Management

CREDIBILITY

Personal Brand Identity and Reputation

COMPETENCE

Business Intelligence, Network, Business Savvy

YOUR DIFFERENCE

"What sets you apart can sometimes feel like a burden and it's not. And a lot of the time, it's what makes you great."

Emma Stone

Do you ever feel different- like somehow you don't just fully fit in a particular place.

Do you discover sometimes that you struggle to find meaning in what certain people would find very fascinating? Sometimes you might ask yourself if you are in the right career or even if you were born into the right family because of how out of place you may feel.

In a world that values conformity, being different can be frustrating. You can extinguish whatever confidence you have built by constantly trying so hard to fit in. When you conceal your difference, you rid yourself of all that is unique and interesting about being you.

Suppressing "you" is not only noxious to you but also to your world. The fact is that in our subconscious mind, many of us are on a 'purpose journey' we are all searching for relevance but most times confuse it with 'wanting to be happy.'

Today's world has tried to define happiness, success, achievements etc.as a way of speaking, being, and living. Going with the flow, being the same as others, so instead of being encouraged to connect with yourself inwardly and in the things that you truly love, you constantly seek fulfilment from the outside.



We seek approval from without to feel valued,

-From a significant other or partner to give you the feeling of self-worth and completeness,

-From a 'network' or clique of people you must know (even if you have to scheme and suck up to them)

-From possessions i.e. material things

-or an obsession to look young-er as the value placed on age and its corresponding visual qualities seems to be unflattering

With these kind of goals, instead of "Being" you are just "Do-ing".

Time will constantly elude you as you fail to connect with your inner being. Thus, you gradually forget who you are and every time you think you have found happiness, it is only temporary because before you know it again, you are seeking it in a new place, or in new people.

Accepting your difference will help to break this pattern.

Changing this pattern requires some life hauling, hey! It's your life and fleeting discomfort shouldn't discourage you from looking at the big picture which is a balanced life of fulfilment filled with joy and contentment.

A life where you can confidently stand tall and be unapologetically you.

Starting this change takes a whole lot of introspection.

The first being ***determining what makes you different.***

To do this, pick an hour of the day where you can silently reflect without distraction.

Prepare for a brainstorm with yourself.

Have your pen and paper or any other means of recording your thoughts.

Do not block or suppress your thoughts, do not judge yourself.

Whatever comes to you, let it come.

These questions can help you uncover what makes you unique

What are those activities I undertake that don't have me conscious about time?

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What are those things that I always do even when I don't have the time?

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What truly makes me happy?

Personally, what are those things that matter to me significantly?

What are my top five values, and why are they ranked so?

Once you have reflected on these questions and recorded your answers, deliberate on these answers to understand which areas of your life are more and least connected to your passions and values.

Now that we have gotten through the first step, the next thing to do is to interrogate what you have uncovered. Those questions were to literally open your heart to you and now that you have done that, it is time to honour your difference.

Once you have reflected on the answers you have written, you may find that there are activities you love doing that you might have been suppressing or downplaying. For example, you have always loved organizing small events for your family and friends, you are the point of call when they need to plan birthday parties, you know the *small chops* (African hors d'oeuvres) that are a hit, the best places for different types of celebrations, you know the vendors that provide the best services etc. but you do it 'when you have the time'. Have you ever thought that you can create the time to do the things you actually enjoy? If anything sets your heart on fire, bubbles you up from within or brings sparks to your eyes..;

Don't find time for it. Create time.

Now if at this point, you know your passion, but you still have some questions, then it is time to *seek further*. Be ready to experiment. The truth is that we get clues about our purpose from a wide range of sources. These clues help you piece together different aspects of you that can help you properly align to your purpose.

Speak to people who you spend a lot of time with about their opinions of you, read books about things that interest you, talk to professionals, surround yourself with likeminds, take courses-feed your curiosity. Don't be afraid to be "extra" in experimenting, you never know where it might lead you. By opening yourself up to explore, you get closer to aligning with your true self, you create opportunities to live, to shine and offer your difference to an expectant world.

Lead from within, not without.





"Civility costs nothing and buys everything." *Mary Wootley Montagu*

CHAPTER 4

BUSINESS & SOCIAL ETIQUETTE/ RELEVANCE

Simply put, etiquette refers to the forms, manners and procedures that are socially acceptable or defined as appropriate or necessary in social interactions. We will concentrate on five aspects of etiquette for the purpose of this book: work etiquette; meeting people; telephone etiquette; dining etiquette; and communications etiquette.

Work Etiquette

The following are simple principles you should follow within an official environment

1. Always be punctual. Arrive at work and meetings on time. Make an effort to complete your tasks on time.
2. Be courteous when interacting with other people.
3. Study the politics of any organization you find yourself- let your ears be open always. Understand the way things are done.
4. Understand the flexible (unwritten) rules of business; which are
 - a. Always make your supervisor look good
 - b. Always keep your supervisor informed
 - c. Do not go over the head of your supervisor without telling him or her.
5. Always appear looking professional, be well groomed and clean.
6. Imbibe a can-do attitude, view challenges as an opportunity to display your creativity.
7. Be flexible and cooperative. Know that change is inevitable, embrace it.

Meeting People

Both your nonverbal and verbal actions help you describe your social skills when approaching individuals. Strong eye contact, using quick handshakes, and making the correct introductions demonstrate correct courtesy.

1. Handshakes are vital in social situations. (Post CoVid means you have to develop a new type of handshake. Find what works for you)

- a. Develop a comfortable handshake and be consistent with it.
- b. Handshakes should not be too strong or too weak.
- c. Ensure to make a solid connection of the web skin between the thumb and forefinger.
- d. Know that the host or person with the most authority usually initiates the handshake.

2. Eye contact is another important factor to take into consideration when meeting people.

- a. Eye contact promotes trust.
- b. It reflects confidence and good interpersonal skills.
- c. Eye contact shows regard for the person and business/social situation.

3. Proper introductions help to establish rapport.

- a. Authority determines whose name is said first. Ensure to say the name of the most important person first and then the name of the person being introduced.

b. Introduce people in the following order: Younger to older, non-official to official, junior executive to senior executive, colleague to customer.

c. Be sure to keep introductions basic and straight to the point.

d. Remember names for future reference. You don't know how to? Once introductions are made, say the name multiple times in the conversation to get acquainted with it.



BONUS TIP- INTRODUCING YOURSELF



First, be mindful of the social context. Whether professional or informal. In informal interactions, it is safe to mention interests, hobbies, and fun facts about you. Usually, what we do pops up first in our interactions. Go beyond your job title. Instead, elaborate on what your contribution is.

I am the Executive Director. Versus I oversee corporate communications, product design and consumer experience. Offering a bird's eye vision on internal and external communications strategy.

I am an identity coach versus I help people create an authentic expression of their talents, skills, abilities or expertise, providing support for eliminating phobia and hesitation, building confidence, gaining acceptance and recreating positive experiences and results consistently.

The point is- Prepare your introduction focusing on the value you bring to others. Write it down. Practise. Find the one that works best for you.

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Telephone Etiquette

Telephone etiquette is just as the one you observe when you physically meet people.

It tells a lot about you, so to ensure you are making the best of impressions,

Observe the following principles;

1. Always try to return any missed calls on the same day.
2. Keep business conversations straight to the point, with social situations you can be a bit more flexible.
3. Never keep people on hold for more than 30 seconds
4. Write down important information so you don't totally forget.
5. Pay rapt attention to the person you're speaking to, even though they are not in front of you. If you miss something, ask for a repetition.
6. Just as you nod or give approving body language signals in person, offer approving nuances such as soft laughter or quick affirmative words to show you are following the conversation.

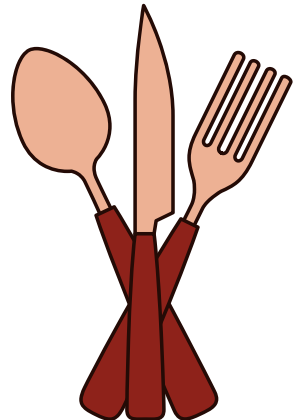


Dining Etiquette

In today's world, most business and social transactions happen over a meal. Whether hosting is taking place in a home or a restaurant, it is very necessary to have in-depth knowledge about the proper ways to conduct yourself, whether you are the host or you are being hosted.

Take note of the following principles:

1. Allow the host take the lead
2. Don't be too shy to ask for recommendations as regards the meal
3. Don't order the most expensive or the least expensive item on the menu
4. Avoid foods that can easily be spilled or are too hard to consume.
5. Always chew with your mouth closed.
6. Take on small bites so you can easily carry on a conversation without unnecessary long breaks in the conversation.
7. Go easy on the alcohol and if you are a light head try to avoid it totally.
8. Know your utensils.
9. When you are done eating, leave the plate in its place setting, do not push it away from you.



Communication Etiquette

It really doesn't matter if you meet someone for the first time or you have met them previously, it is pertinent to follow up meetings with written communication.

1. Write a follow-up/thank you letter within 48 hours
2. Women should be referred to as Ms. especially if you are unsure of their marital status.
3. Get rid of the 'hello dears' and Hi- first name if you're not acquainted.
4. Your letter should usually be broken down into three parts: Introduction, body and then a conclusion.

For emails, consider the following;

1. Never use all caps
2. Always include a subject line in your message
3. Make sure the subject line is meaningful
4. Use correct grammar
5. It is very advisable to use a signature at the end of your message, ensure that it identifies who you are and it contains alternative means of communicating with you.

Proper business etiquette is more and more seen as an important part of making a good impression. Growing in your professional and social circles is very dependent on these principles. It will determine to a large extent the amount of respect and reverence you receive from others.

What etiquette principles will you adopt going forward?

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RELEVANCE

'You have to die a few times before you can really live'

Charles Bukowski

Relevance is the state of being *connected* with the *matter at hand*. When something is relevant, it is *useful*, it is *current*, it is *needed*. What is your relevance? How useful are you? How valuable? How needed?

True Confidence goes beyond the surface of feeling and looking good. It is deeply rooted in something more universal and significant-*influence*.

To be relevant, you must be someone on whom others can depend on for leadership, direction and *unique* wisdom.

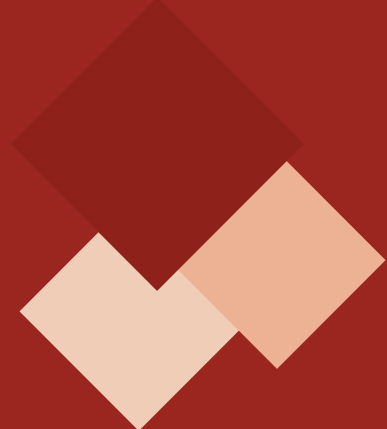
What do you need to do?

- Always think about value and be truly present in the moments of your life so you will be able to make decisions that serve your highest purpose.
- Stop trivialising the things you do for others. Grow your trust in your own abilities.
- Deliberately take care of your soul.

Practise alone time. Rest

You won't be in the place to give if you're empty.

If you're not giving, you're not living.



ARTICULATE YOUR AUTHENTIC VOICE

“Yes, in all my research, the greatest leaders looked inward and were able to tell a good story with authenticity and passion.” Deepak Chopra

People can be drawn to your style or your charm but what truly holds their attention in the long run is your authenticity.

In articulating your authentic voice, three elements are necessary: a profound awareness of your identity, a harmonious relationship with your endeavors and genius in your skills and the platforms you utilize.

In simple terms articulating your authentic voice requires that you unapologetically reflect your true self, be directed by your vision and own your genius.

The mastery of these three elements is actually a lifelong process that morphs as you navigate through life experiencing growth and other changes. You must understand that this process, as with many other life processes, is subject to experimentation and failure; learning and relearning.

Let's break it down.

So what is *identity*? Literally your identity is “who you are”, when asked as a question these three words can leave you speechless. It is so simple, yet mind boggling.

You can answer this question from a variety of ways, because it is the culmination of your entire life experiences and sometimes your goals for the future. So your life experiences, your career, hobbies, socio cultural views, daily activities and a host of other defining characteristics can be useful in defining your identity.

So what does it take to have a profound awareness and expression of your identity? This simply entails “living your truth”, a congruence between what you say and how you act. You should not only know your values and passions but they must also manifest in your actions, which then becomes a true reflection of yourself.

What happens usually, is that most people act in the exact opposite of what they say. This inconsistency especially when extended for a long period tends to lead to pent up frustration, self-denial and resentment brought about by a feeling that you are failing to fully live your highest potential.



This profound awareness of self is pertinent because without it you find that you are easily compromised with regards to your true values and perspectives. You must be grounded , so that you are not easily flustered.

Who are you and what positive experiences have shaped who you are becoming?

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The next step is to create a harmonious relationship with your endeavors in such a way that you have a goal in sight.

In other words, have a *vision*; where is your path leading you?

What effect will your work have on others? How would the world be touched by your unique wisdom? How will people's lives be changed through interactions with you?

The most impactful people in the world today are not guided by their whims, this is not to say that they have it all mapped out but they are instead armed with a visual representation of their expectations . They navigate with this vision in mind as they continue to create and recreate themselves.

What impact mission will you be prioritising?

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The third element is your “genius”. So now you know who you are and have a sense of where you’re going, how do you get there? As you continue to grow, you learn new things regularly, your knowledge and skills get updated and you make use of resources to express them.

If you get comfortable and complacent with the knowledge you already have, it is most certain that, sooner or later, the world would pass you by. There is so much in the pool of global knowledge and it’s being updated daily. It is hard enough to even keep up, so letting yourself go and being comfortable ultimately puts you in a place of disadvantage or what some might refer to as “blissful ignorance.”

If you fail to constantly develop your genius, then you will experience an inability to create tangible value. This is beyond being able to have engaging conversations about current affairs. You can't influence or impact anyone if you've not cultivated your inner voice and articulated your unique perspective on everyday concepts. General knowledge and pedestal interpretations will only lead you to one place- *the sea of followers*.



Developing your mastery entails taking in all information- the relevant, and the seemingly irrelevant - news, tech updates, entertainment , TV shows, everything.. And then filtering through your senses ,values and peculiarities . Not all information is useful to you or relevant to your work but you must allow your mind to be open to all knowledge.

You must also understand the sound of your own voice and choose the relevant touchpoints (digital or otherwise) to let your voice be heard. The goal is to have all information, be able to properly analyse it , then personalise, articulate and share it.

As you do this, your influence will grow.

Your genius will shine and all those that need your wisdom will be naturally drawn to you.

People are drawn to genius.

Most of the shadows of your life have been caused by you standing in your own sunshine.

Step out



INFLUENCING THE PERCEPTION OF YOU: BUILDING YOUR REPUTATION

“Remember you can only gain POWER when you are in a position of influence.”

Oscar Bimpong

Perception is crucial to how you navigate your social and professional worlds. The way people perceive those around them dictates to a significant extent how they react to them. When people interact with you, they often view you in a certain way and sometimes the way they see you doesn't align with how you already see yourself or how you want yourself to be seen.

Influencing people is a peculiar phenomenon that usually eludes most, but understanding simple strategies can help you positively influence the way others see you.

The first thing you need to do is believe in yourself and always have a positive outlook. People can sense negativity and they often avoid it. One of the most effective ways to attract people is to be positive and exude positive energy; the more positive you are, the more your self assurance increases. The most basic way to reflect this positivity is to often wear a smile on your face and a clear thought in your mind. Always expect good. Did you know that smiling releases hormones including serotonin and dopamine, that make you feel good from head to toe.

Watch your physiology too. Try to maintain a good posture, square your shoulders and look straight ahead.

Practise eye contact and stop avoiding looking at people when you speak with them. To avoid awkwardness, smile.

Did I say smile already? Don't miss that simple yet profound instruction.

If you don't already do all of these, then you need to start practising. This communicates confidence which in turns draws people to you, and as you continue to practice, you will gain a mastery of them.

Let others see a little bit of *vulnerability* about you. People have to be able to see you as human.

This engenders a sense of mutual trust and encourages empathetic alliances with people. *People like people like themselves*. Don't lose sight of that.

Most of us assume confidence means you must be strong and intimidating all the time and when you are confident, you must act like you can take on the world (not like you can't).

It is important that you are gracious, courteous and kind.

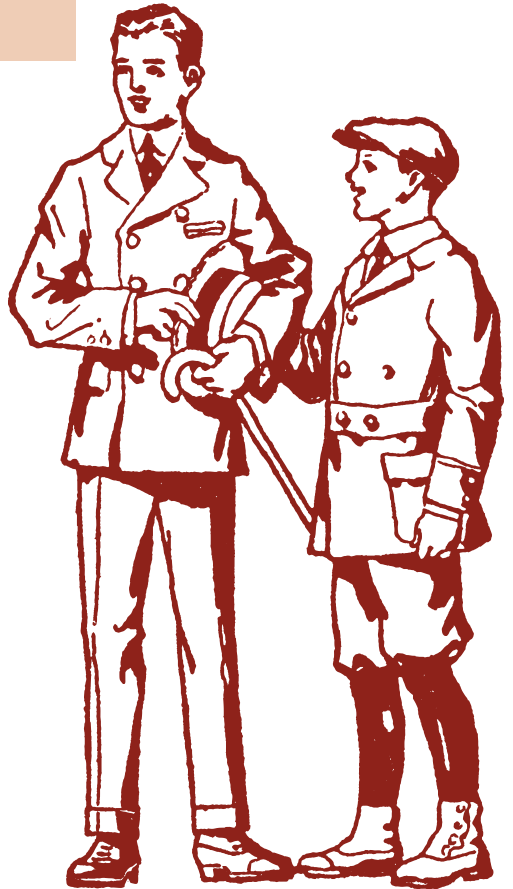
Confidence is not puffed up. When you respect people's feelings and opinions, they tend to reciprocate.

To influence the perception of you, you must make people feel special.. Pay attention to them while they speak to you. Offer compliments not flattery

What will you begin to do to make others feel valued?

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SHOWING UP AS YOU

SELF-EXPRESSION & VALIDATION

“To go wrong in one’s own way is better than to go right in someone else’s”

Fyodor Dostoevsky

As human beings, it is our innate desire to communicate, to give and receive, even though sometimes information is passed without a proper determination of the intention behind it.

It is very important that before you share any information, you need to ask yourself if you are *speaking your truth* or seeking validation from others because you are uncertain about what you really want . The boundary between expressing yourself and seeking validation is called *growth*.

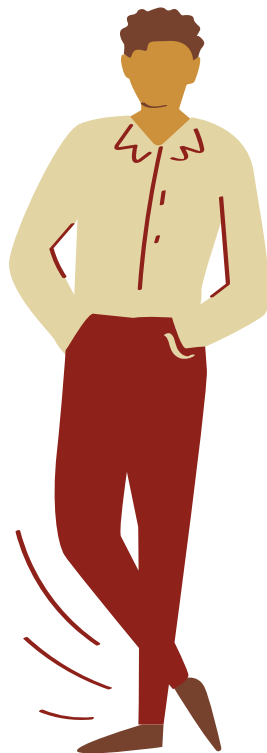
Let’s analyse further.

Your self-expression is your unique contribution to the world, this contribution is in the form of your giftings, talents and perspectives for the benefit of others. In more specific terms it is about sharing *who you are, what you stand for and why you stand for it*.

It is the same thing as saying “here’s what I know and how it can be useful to you”. This encourages people to connect to your message if it resonates with them. For it to be most effective, your self-expression should be a combination of your beliefs, values or information and benefit to the person or people you are given to.

Self-expression is of immense advantage to you because it gives you a chance to share something with other people, to influence them, it can be something as simple as a thought or as complicated as an already tested strategy.

One important thing to note is that when you express yourself, not everyone is going to agree with or even like you, but you must find the courage to always follow your inner compass. The best form of self-expression is that which is done confidently and with humility. Focus on growing your self worth and esteem by concentrating on your strengths. Pay attention to your gifts, talents, skills and abilities and always choose them as your principal communication tool in all of your life’s interactions.



What is unique about being you?

If you could choose a platform you are most comfortable with to express yourself which would it be.

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Trying to please people in a bid not to get in their bad books means that you are standing in your own light, and reducing your ability to influence them. You need to understand that in the sphere of influence, there is abundance and there would always be people who would require your wisdom and believe in your message, there is no need to stay in the shadows or silence your voice. There is room for you to shine but the door of opportunity will only open up to you as you daily choose to remain in your element, away from pressures and undue expectations of others and serve your world with your truest ideals, purest intentions, showing up as your highest, kindest, most deserved self every single time.

No need to hide in the dark. You just need to shine in your light.

Say it out loud.

All that I need to Be, I AM.

If there was one thing you really wanted to share with the world, what would it be?

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From the totality of your life experiences what personal truths have been formed that you believe will have an impact on others?

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What are those values you hold most dearly to you?



BONUS CHAPTERS!



BONUS CHAPTER 1

How to Tell Your Own Story

“Facts tell, stories sell.”

Storytelling is one of the most powerful tools to exert your influence, this is because people connect more to stories, a narrative they can relate to. The key is to tell this story in an effective and compelling manner.

Structurally, you need to keep it simple. Only tell where you were, what happened and why you are telling your story. Extra additions have the potential to be unnecessary and boring. The message should be bold, clear and direct. It must hit the right areas. You can take it a step further and direct people to take action from their takeaway of your story.

To further capture the attention of whoever you are speaking to, add dialogues to your narration, don't just speak in third person. So if for example you want to say “he forgave me” you should try “he took my hand and said “I forgive you”. This helps you bring your stories to life more, making them vivid and holding your audience captive.

Also, keep practicing your storytelling skills, do personal presentations in front of a mirror, record it and listen to it repeatedly. Take out things you find unnecessary or boring or repetitive. Stay consistent.



BONUS CHAPTER 2

Elevator Pitch: Power Guide to Introducing Yourself

"My name is Sherlock Holmes. It is my business to know what other people do not know." Arthur Conan Doyle

Introducing yourself goes beyond standing out or speaking elegantly, making a power introduction entails stating upfront what's special about you. One sentence that reflects what you do. This increases your chances of your audience bringing up an opportunity, creating a relationship or sharing an idea or business that can be of advantage to you. Once you can do this, you will not only make connections but you might also be able to provide your services.

Always go beyond your title(s), you need to understand who you really are, ask yourself "what would I like to be known for?" This question is not the easiest to answer, but it will move you out of your comfort zone. So instead of focusing on your past achievements, you'll have to contemplate on what you want your future impact to be.

Ponder upon the problems only you can remedy. So ask yourself, in your place of work, at home or in any other usual setting, what problems do you regularly encounter? How do you solve them and what are the strategies you employ to effectively address them? Everybody loves someone who can solve their problems and once you can introduce themselves as that, you've got their attention!

Sometimes it is hard to even know how good you are at something or to recognize your skills, so if you find it difficult to identify your talents or proficiencies, have conversations with your friends and people you interact with frequently, they might be able to help you highlight those things you do wonderfully well and expatiate on how you can take it further.

BONUS CHAPTER 3

Convincing People: The Ethical Approach to Influencing

"My name is Sherlock Holmes. It is my business to know what other people do not know." Amit Kalantri

On the most fundamental level, convincing people is a question of communication. But the technique of persuading is about using a complex mix of communication skills and leadership skills to get others to buy into your thoughts, suggestions or proposals after you have successfully got them to believe that applying them is in their best interest.

The first thing to do is to make them want to listen to you, give them a reason. Everyone is always distracted, trying to get different things done. People don't even have the time to work out, eat well or spend as much time as they would want with their family and friends, so to get them to even listen to you, you need to be able to let them know upfront what they would gain.

Before you can ask someone to take action on something, you first have to allow him/her to spend the time to listen to you. You must make clear how your message (whatever it is) applies to their lives.

Your words should also be able to reflect that you care about your audience and their needs. Once you've got their attention, it's up to you to let them know that you care. The only way to prove that you care for others is to identify with them. . In order to reassure others, you need to consider their difficulties, hardships, pressure points, etc. And then ask insightful, open-ended questions that help to extend the conversation to a place you both feel comfortable going to .

Once you have done this, the next step is *establishing trust*.

How credible are you? What proof or legitimacy do you have on the subject? What makes you a genius on the subject? The person or people listening to you will have all manner of questions rolling around their minds, and it is your duty to acknowledge this and provide answers to their thoughts., as most will never come forward and ask any of them specifically. You should be conscious that there is a constructive interaction between confidence and power, and between confidence and persuasion. The higher the level of integrity and confidence your audience attaches to you, the higher the chance that they can open their minds, hearts and all and actively consider the thoughts you stir up. Nothing decreases opposition to a new or different concept, such as trust.

Next is to share the opportunities and obstacles that lie within your message in such a way that is realistic enough that your audience can connect to it. Here, you can truly show your understanding of the wishes and desires of your audience and how you can fulfill those desires or challenges with ideas that will advance their priorities or fix their problems. Even now, the viewer is always questioning if they should take any action at all. They might like what you're suggesting, and they might like your new proposals, but they'll also have some standing objections.

You should explain how your suggestions would directly help the individual, the team or the organisation in order to beat those final objections. You should explain why they should take action and discuss the pros and cons of both.

Now that the group is inspired to take action, you've got to make them appreciate the action and process they're going to take. Your listeners are willing to consider your suggestions, advice or solutions at this stage of your convincing campaign, but they are still uncertain about the next measures and the process.

The process of convincing is not just about selling an idea; it is really about bringing about a shift in actions or leading people to action. Don't leave people inspired for new and varied results without defining how to get there. By sharing actions, you can help to minimize anxiety and uncertainty. And when you describe a straightforward method, you're helping to mitigate expected risks.

Keep This in Mind

Consciously make up your mind to shine the light of your difference in/with

- Your Story
- Your Voice
- Your Gift

"Each one of you has something no one else has, or has ever had: your fingerprints, your brain, your heart. Be an individual. Be unique. Stand out. Make noise. Make someone notice.

That's the power of individuals."

Jon Bon Jovi

To Learn more about how I can help you today Schedule a 1-2-1 clarity coaching call [here](#)

PERSONALITY TEST TEMPLATE



Personality Type

“Know You”

In this way we are like the various parts of a human body, each part gets its meaning from the body as a whole. Not the other way around. Each of us finds our meaning and functions as a part of the body. So since we find ourselves fashioned into all these excellently formed and marvelously functioning parts of the body, let's just go ahead and be what we are made to be, without enviously or pridefully comparing ourselves with each other, or trying to be something we aren't. *The Bible*

It is important to note that differences between people are not random but are a result of each individual's innate bias or preference.

The test below is intent to help you understand how you take in information you receive. Please circle the word that appeals to you the most.

- | | |
|--------------------|------------------|
| 1. a. Realistic | b. Imaginative |
| 2. a. practical | b. resourceful; |
| 3. a. statement | b. concept |
| 4. a. tangible | b. conceptual |
| 5. a. details | b. big picture |
| 6. a. sensible | b. fascinating |
| 7. a. conventional | b. innovative |
| 8. a. logic | b. sentiment |
| 9. a. now | b. future |
| 10. a. present | b. possibilities |

Calculate your scores. Circle result from the options given below.

More A's - Sensing

More B's - Intuitions

Equal Score-Uncommon, but you are able to use both functions intermittently depending on the scenario.

This next test will explain the rational function of how much you make decisions based on the information you receive.

Thinking: basing conclusion on logical analysis with a focus on objectivity and detachment.

Feeling: basing conclusions on personal or social values with a focus on understanding and harmony.

This reflects your preference between two contrasting ways of making a judgement. You may rely primarily on Thinking (T) to decide impersonally on the basis of logical consequences or you may rely primarily on Feeling (F) to decide primarily on the basis of personal and social values.

The test below is intended to help you make decisions based on information you receive.

Please circle the word that appeals to you from the two options given.

- | | |
|-------------------|------------------|
| 1. a. justice | b. mercy |
| 2. a. task | b. people |
| 3. a. far-minded | b. caring |
| 4. a. critic | b. supporter |
| 5. a. difference | b. similarity |
| 6. a. objective | b. subjective |
| 7. a. proof | b. hypothesis |
| 8. a. sensitive | b. dispassionate |
| 9. a. rational | b. compassionate |
| 10. a. analytical | b. intuitive |

Calculate your scores. Circle results from the options given below

More A's ---Thinking

More B's--- Feeling

Equal score- Uncommon but you are able to use both functions intermittently depending on the scenario.

****The term "Thinking" here doesn't imply intelligence or competence and the term "Feeling" is not to be confused with emotional intelligence and emotional expressions are independent of psychological typology.*

***Culled from the Recall Workbook
To Learn More

about the Recall coaching program - the identity coaching solution for those seeking a higher knowledge of self, identity and purpose or anyone at a trajectory ,transitioning or desiring to experience the fullest of their Next Chapter beyond personal limitations, anxieties and fears

Click [Here](#) 

PERSONAL BRAND TEMPLATE



Personal Brand Statement

Your personal brand statement is essentially a catchword that says something about your wisdom and what makes you special. It gives people a glimpse of the personal value (experience/expertise) you are able to offer to them.

For Example

I am the Identity Coach, a Personality & Personal evolution Expert, who helps conscious individuals get rid of anxieties, fears and doubts about self, gifting, talents, skills, abilities and life's purpose so as to articulate their difference, negotiate the value they deserve and dominate their world. I wield valuable wisdom, knowledge and understanding in the areas of personality branding, difference/personal power ,professional image and persona development.

I am a _____ (state your niche) that
_____ (Descriptive verb)
_____ (your audience) to /by /
through _____ (your
skillset). I _____
(personality tagline)

Or

I want to be known for _____ (your
vision) so I can provide _____ (your skills,
passion and or purpose) to _____ (your
audience) in _____ (your genius)

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Or

*I want to be known for _____ (your vision) so I can
provide _____ (your skills, passion and or purpose) to
_____ (your audience) in _____ (your genius)*

Write Your Personal Brand Statement Here _____

Personal Brand Audit

	What To Do	To Do	Status
Curriculum Vitae	<ul style="list-style-type: none">• Review your current CV• Review your current Business Profile	<ul style="list-style-type: none">• Write a professional CV• Write a one page profile• Write a short introduction for events	
Social Media	<ul style="list-style-type: none">• LinkedIn• Website• Blog• Facebook• Twitter• YouTube• Google+	<ul style="list-style-type: none">• Select the top three for you.• Create and update these pages regularly.	
Photography	Do you have any professional headshots?	<ul style="list-style-type: none">• Arrange a professional shoot in a business setting• Head and shoulder shots• Boardroom/office shots• White background shots	

Personal Brand Audit

	What to Review	To Do	Status
Brand Exposure	<p>In the last 12 months, have you been featured on any of the following?</p> <ul style="list-style-type: none"> • Newspaper • TV • Radio • Websites • Online industry platforms • Professional speaking engagements 	<ul style="list-style-type: none"> • Categorize 3 industry specific publications, write articles and submit for publishing • Arrange Magazine interviews • Write articles for Newspaper • Contribute to business Blogs • List the top 3 Radio & TV channels that can give maximum exposure and request interviews • Identify high exposure speaking opportunities and apply for opportunities to present. (Remember to have photographs taken of you at the event and on stage) 	
Professional Image	<ul style="list-style-type: none"> • Your Current Wardrobe and grooming. • Your Makeup (for Ladies) • Your colour and body shape analysis. • Your hairstyle review 	<ul style="list-style-type: none"> • Review all your professional clothes and have them matched • Watch tutorials to learn to do neat, modern makeup. • Make sure that the outfits you have flatter your body shape and skin colour. • Be sure to get cuts and hairstyles that suit your face. Invest in hair products. 	
Sphere of Influence	<ul style="list-style-type: none"> • Do you know all the decision makers and people of influence in your business/industry? • List out 3 influences 	<ul style="list-style-type: none"> • Do your research. Find them out and establish connections. Social media will be useful in achieving this. 	





RESUME DESIGN TEMPLATE



RESUME DESIGN TEMPLATE

Objective

Always start your Resume with a summary of your “Objective”, a short description of your skills set and professional goals. It should be between 1 to 2 sentences, nothing more than that.

Example

Experienced in addressing customer concerns via email and phone; regularly recognized for assertive and enthusiastic attitude by management and peers. Eager to continue my customer service career.

Experience

When you've written out your summary objective, your job history is the next part to work on. Just the specifics of your previous jobs that are highly appropriate for the job you are applying for should be included.

Take note of the following:

- Please use bullet points instead of paragraphs. The twin benefits of writing your experience in a list is that employees find it easier to read and it will be less worded.
- Make use of strong action verbs and follow them up with a goal rather than a task. Employers prioritize accomplishments over tasks. Let's elaborate with an example;
 - Task-- Evaluated Marketing Campaign Performance
 - Accomplishment Regularly recorded marketing strategy ROI, effectively raising strategy productivity by 35%.
- Whenever practicable, apply quantifiable outcomes. It makes employers appreciate your efforts better. For example a sales personnel in a store can write "Regularly reviewed showroom inventory and revamped displays of stock, growing daily revenue by 35%.
- Include more information on your most recent employment and less information about the positions you filled earlier in your career.
- Fill career gaps with other experiences, such as advanced degree/certifications or volunteer work, if you can.

Education Section

Next, list all of the applicable degrees or certifications that make you eligible for the position you are applying for in the education portion of your resume. List the form of degree and area of study if you have obtained a degree, followed by the name of the educational institution, the city and then the state. If you have several degrees, list the highest level of education first.

MSc in Computer Science
University of Lagos,
Akoka, Lagos

BSc in Computer Science
University of Ibadan,
Ibadan, Oyo State

Skill Set

You want to show the technical qualifications you have in your skills section that render you fit for the positions you are applying for. In their job requirements, managers will show the skill sets they are looking for. Look carefully at the post, and make sure to list them if you have the necessary skills.

Usually, there are two types of skills: soft skills and hard skills. Things like interpersonal skills, coordination or attention to detail are soft skills. Hard skills are most commonly related to speaking a foreign language, competency in particular resources, technologies or information. Hard skills differ by field or form of employment, while soft skills tend to be more common.

Double Checking Your Resume

You don't want typos and spelling errors to get in the way of submitting a good application after spending the time to write a perfect resume. Reread your resume from top to bottom and then from bottom to top, correcting flaws as you notice them. It is also a smart idea to encourage a friend or family member to read it for you. They can look at it with new eyes and more easily spot errors.

P.s

Be sure to do research of the company and role you're applying for. To further ramp up your eligibility, add keywords that describe you in their requirements to your resume (even from KPIs)



To learn how to develop a powerful personal and professional identity Click [here](#)

STYLE TEMPLATE
TO Ace
PROFESSIONAL
PORTRAITS



Set an Objective

The first thing to do is to determine the reason. What are the photos for? What message/statement are you hoping to convey?

For example: Is it a personal brand launch? Is it to promote a project? Who is the audience? This will set the tone for wardrobe, body movement (poses) and facial expressions

Prepare

When you want to get a professional portrait done, you **MUST** prepare. To get a powerful looking portrait, a lot of little things have to be considered and done. First you need to get a good night's sleep the night before you have your shots taken, clear your mind of worries and compose your thoughts.

Create a Persona

To do this you have to conjure the persona and tone you plan to project. Ideally, your personal brand should already have an authentic identity. This depends on your brand's personality, e.g. are you creative, authoritative, powerful or approachable? You do need to stick with your brand's personality in verbal and in this case, visual communication. It is advisable for you to decide and plan the tone you are going for a few days before so your mind can be ready to ace the shoot.

Wardrobe

This is everything, you should take the following into consideration

- **Comfort:** Be sure to wear clothes that fit and you feel comfortable in.
- **Colour:** Universally flattering, **Mid tone** colours make pictures stand out on a page. They also work well with black and white. **Black** is sober, guarded and safe. Alone, it's a bold statement that communicates class and power. However, it can be overpowering. Consider substituting it for darker, more neutral colors if you normally wear a lot of black. Navy, chocolate, maroon, or dark green shades, for example. **Cream or beige**, and other pastel colors are also close to flesh tones and work better paired with stronger or deeper tones except of course you're intentionally projecting purity, peace, integrity and any other value such colours are known for.
- **Layering:** Do shy away from testing our layers and textures. a simple scarf or pashmina can modify your neckline and incorporate the photo's length, color, and dimension to give a balanced and professional finish.

Hair

The simpler the better. Updo, straight bob, shoulder length hair, French twist, braided updos or even good old short hair. By all means, try out different hairstyles but, if you can afford it, enlist the services of a hairstylist. For Men, a nice simple, familiar haircut will do. Also, don't forget to shave or at best, trim that beard.

Makeup

For ladies, a professional photoshoot requires light and natural makeup only. No heavy eye make-up or overly dramatic lip colour necessary. Except you are in the creative industry and intentionally making a color statement. If you have oily skin, (male or female) using a translucent powder will help you reduce the shine and give you a matte look. Again, when in doubt, hire a makeup artist.



About the Author

Yetunde Bankole-Bernard is the Executive Director of Finchglow Group, a group of 6 companies in the downstream sector of the Aviation, Travel and Tour Industry. She oversees Corporate Communications, Product Design, Customer and Brand Experience.

She is a communications expert who had an illustrious career working in Africa's leading Brand Activation agency (at the time) EXP Nigeria and TPT Lagos (A PR firm), where she honed her skills in PR and Media relations, working across industries- Finance, FMCGs, Telecomms, etc with multinationals and premium brands like British American Tobacco (DunHill and Saint Moritz), Nigerian Breweries Plc (Heineken and Star), Unilever, Procter and Gamble, Nokia, MTN, NIBSS, Oceanic Bank, amongst others.

YBB, as she is fondly referred to, is the Chief Experience Officer at The Yetunde Bernard Company, a personal brand, and personality development agency. Her organization specifically works with individuals and business owners that desire to define their identity and tell their unique story in order to inspire others to connect to their vision.

An advocate for maximizing abilities, she is the Convener of the Recall for Men Conference, the first unbiased city centre conference for men in Africa aged 20-35, with about 2500+ members in its community.

She is the progenitor of RECALL: an identity coaching Solution for those beginning or at a new beginning, -workbook, Ebooks, Podcasts, Audio CDs and events which are a product of over 15 years of experience in the trenches of the Marketing Communications Industry, half of which focused on teaching, training and coaching on Self-awareness, Self-esteem and Confidence as well as building Inner capacity and Human connection.

An Author, Speaker, and Mediator, YBB is a UK certified Life Coach, MBTI practitioner from CAPT. Florida, Relationship/Image Coach, and Corporate Image consultant trained in New York and Las Vegas respectively.

Mrs Bankole-Bernard is a member of the Institute of Directors Nigeria, a Professional Institute for top Directors in the country. She is also a founding member of GAIA Africa, a private female members club for Africa's top 5% c- executives and business founders.