

“Me” Incorporated

Your Dynamic Growth Engine



*Shannon
Bumgarner*





Moment of Gratitude

Permission Slip

I _____ give myself

permission to: _____

ARE YOU.....

Seizing and Owning
Opportunities?

Saying Yes to the
Right Activities?

Optimizing
Your
Energies?

Supporting
Your Network?

How do
YOU
PLAN
to show up
today?

Why am I here?

Why are we HERE?

① What

Let it
Fly!





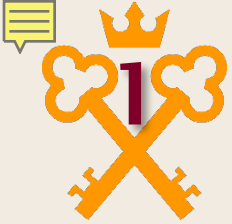
**Four Keys
To Success**



**Actionable
Insights**



Resources



Launch Your IPO

Individualized Personal Offering



Find Your Phenom Phrase

**Bold vision for your career
Unique, amazing service
offering to the world**

Things to Think About....



No such thing as a dream job...

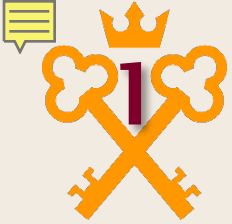


Sense of purpose: What gives you energy?



Strengths that others admire in you





Launch Your IPO

Individualized Personal Offering



Example Phenom Phrase

Inspiring leader who influences others to transform into their best selves



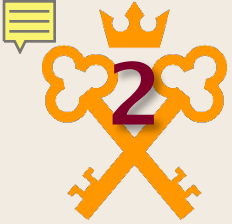
Actionable Insights

- ❖ Brainstorm a list of your top strengths
- ❖ Identify your top “pop” projects you are most proud of; dig deep as to why
- ❖ Informal survey with your “tribe”; ask them what qualities they admire and where you perform best
- ❖ Share your Phenom Phrase with your tribe



Resources

- ❖ Video: “Don’t Find a Job, Find a Mission” - Celeste Headlee at TEDxAugusta
- ❖ Reading: “How to Develop Your Personal Mission Statement” by Stephen R Covey



Know Your Value

Defined Value Proposition



1 *Target Audience*

Who are you trying to influence? Who are your key stakeholders and internal & external customers?

2 *Detailed Offering*

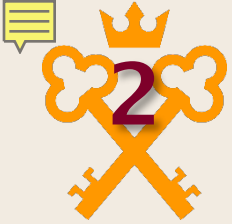
Specific skills and talents that, in combination, make you singularly desirable. How does this offering differentiate you from the competition?

3 *Channel Method*

What methods or strategies do you use to deploy these skills? How do you uniquely combine your skills in a coveted way to deliver results?

4 *Key Outcomes*

Benefits and results that stakeholders and customers can expect



Know Your Value

Defined Value Proposition



1 *Target Audience*

Women on technical and manufacturing career paths; focus on early and mid career

2 *Detailed Offering*

- Exceptional ability to “connect dots” and help others envision their success journey
- Bridge connections between diverse people for network building
- Develop models and strategies for personal and team development

3 *Channel Method*

- In Person and Virtual: One-on-one coaching and peer coaching circles; public speaking
- Online: Website and social media; Linked In
- Written: Blogs and book launch

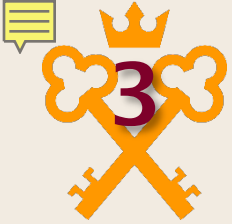
4 *Key Outcomes*

Women leaders who are confident, diversely connected and on challenging, dynamic career journeys; tie to specific business objectives



Resources

Video: “Know your worth, and then ask for it” – Casey Brown at TEDxColumbusWomen



Be Branded

Compelling Brand Story



Performance

WHAT YOU DO

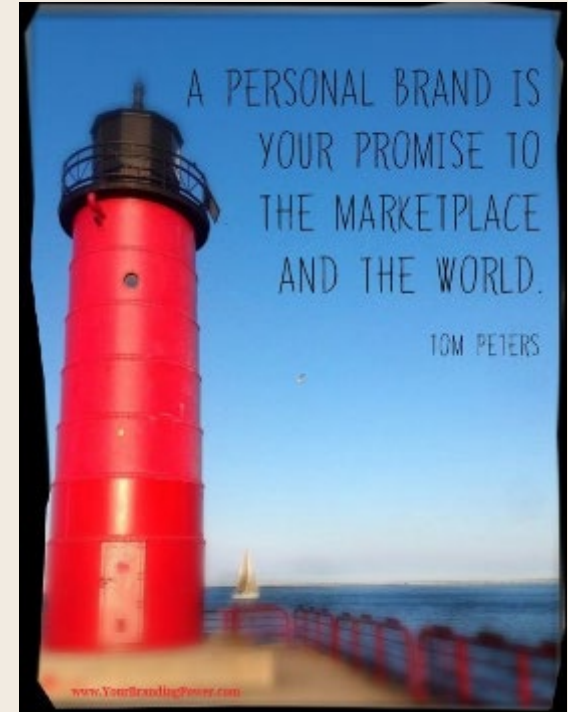
- Your performance
- How you show up
- How you spend your time
- Associated experiences working with you



Perception

WHAT YOU SAY HOW YOU APPEAR

- What you talk about
- Images associated with you (in person or online)

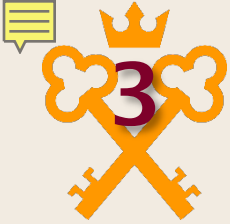


Courtesy of Perri Richman,
Ingersoll Rand VP
Communications



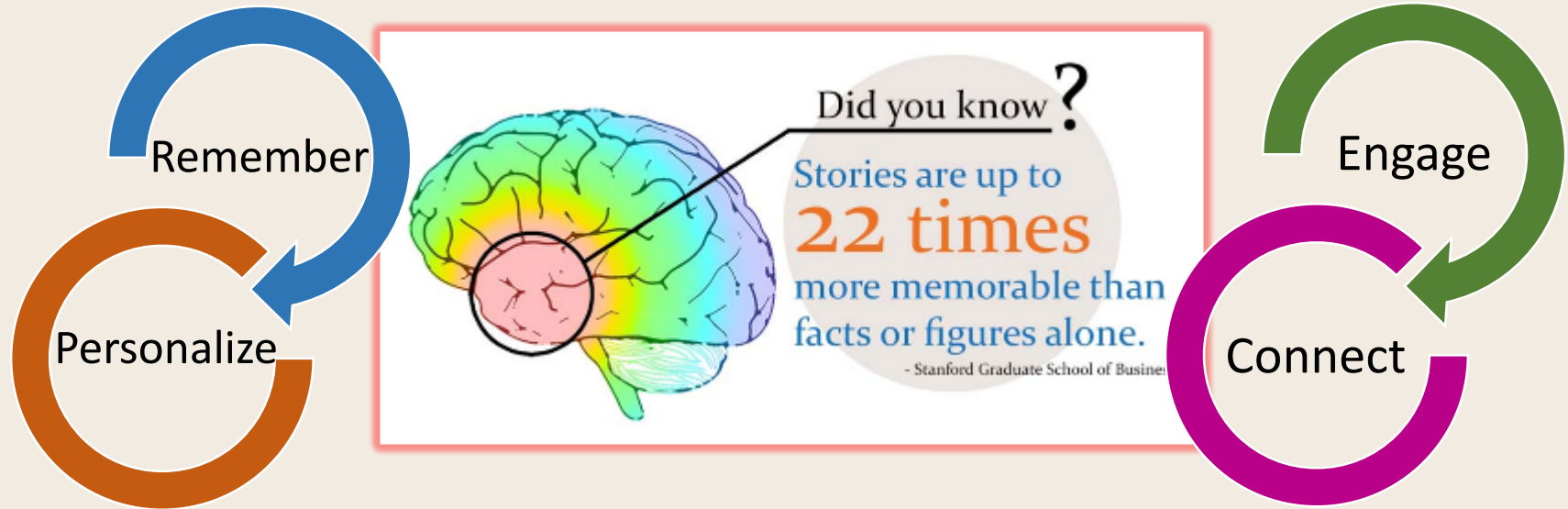
Share
Your Story





Be Branded

Compelling Brand Story



Actionable Insights

- ❖ Gather feedback to identify gaps between expected brand performance and perceptions; work on 1-2 items to cover gaps
- ❖ Incorporate a story in your next presentation as a “grabber” or to illustrate a critical point
- ❖ Ensure brand strategy alignment with IPO and value proposition



Resources

- ❖ Video: “The Magical Science of Storytelling” – David JP Phillips at TEDxStockholm
- ❖ Reading: “Reinventing You: Defining Your Brand, Imagine Your Future” by Dorie Clark



Gather the Village

Cultivate Social Capital

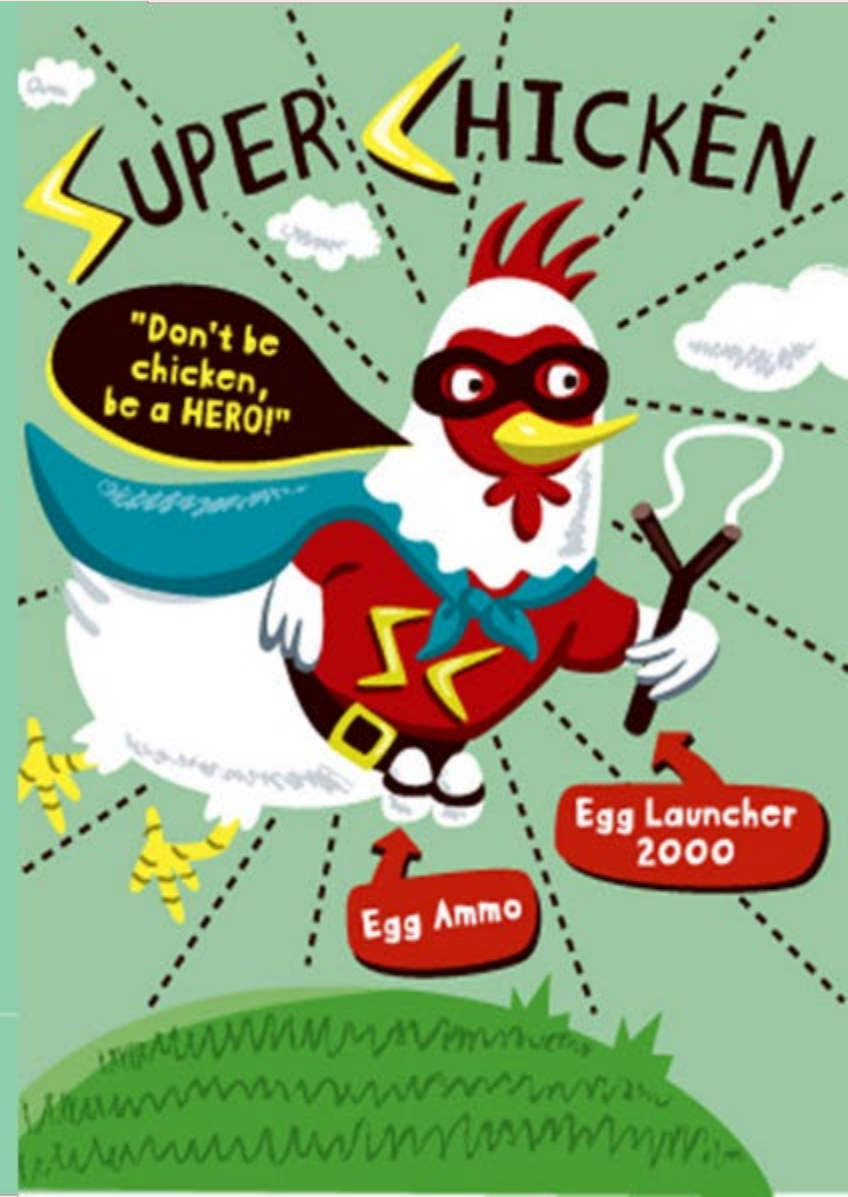


“Investing in the connections among team members both increases productivity and reduces risk.”

MARGARET HEFFERNAN

BEYOND MEASURE

TEDBooks





Gather the Village

Cultivate Social Capital



If you want to
GO FAST...
go alone.

If you want to
GO FAR...
go together.



Actionable Insights

- ❖ Deliberately and carefully assemble a diverse group of tribe members that will support and challenge you
- ❖ Identify a trusted “board of directors” to support and guide “Me” Incorporated
- ❖ Join or start a peer coaching circle
- ❖ DO NOT be afraid to ask for help



Resources

- ❖ Video: “Forget the Pecking Order at Work” – Margaret Heffernan TEDWomen 2015
- ❖ Reading: “Beyond Measure: The Big Impact of Small Changes” by Margaret Heffernan



*Launch
Your IPO*



*Know Your
Value*

**"DON'T WAIT
FOR THE STARS
TO ALIGN,
REACH UP AND
REARRANGE THEM
THE WAY YOU WANT.
CREATE YOUR OWN
CONSTELLATION."
- PHARRELL WILLIAMS**



*Be
Branded*



*Gather the
Village*



Be Bold...

Embrace Fear...

Live Vulnerably.



Let's Keep in Touch!
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