

Bouvier's Personal Brand Coaching Process

P H A S E	DISCOVER INTERESTS	EXAMINE VALUE	PLAN ACTIONS	APPLY LEARNING
C O N T E N T	<ul style="list-style-type: none"> • Clarify Goals • Obtain Career History • Assess Current Resources • Set Expectations for Working Together 	<ul style="list-style-type: none"> • Assess Strengths, Communication Style, and Achievements • Explore Perception by Others • Identify Gaps • Obtain Feedback Confirmation 	<ul style="list-style-type: none"> • Identify Opportunities to Establish Key Relationships and Raise Visibility • Leverage Tools: <ul style="list-style-type: none"> - Networks - Online - Mentors - CV • Engage Brand Agents 	<ul style="list-style-type: none"> • Finalize Value Statement • Create 90 Day Action Plan • Establish Long Term Priorities and Roadmap
R E S U L T S	<ul style="list-style-type: none"> • Commitment to Coaching Process 	<ul style="list-style-type: none"> • Clear Picture of Strengths • Pinpoint Areas to Develop • Understand How and When to Adjust Style 	<ul style="list-style-type: none"> • Specific Steps to Build Personal Brand 	<ul style="list-style-type: none"> • Customized Action Plan • Roadmap for the Future

Assess Progress and Coaching Effectiveness

Bouvier's Coaching Principles:

- **You are an active partner in the coaching process. You ultimately decide what recommendations, if any, work best for you.**
- **Feedback is vital to building on strengths and addressing areas that need development.**
- **Movement from one phase of coaching to the next phase is done with your agreement.**
- **Coaching is really only effective when you apply and practice what you've learned in the real world.**
- **You have the right to opt out of the coaching process any time you choose.**