

COACH

AUTHOR

COYTE  
COOPER

SPEAKER

#MAKEYOURMARK

# PEAK PERSONAL BRANDING

*Coyte Cooper*



5 STEPS TO LEAVE A LASTING IMPRESSION AS A LEADER

# Overview of Presentation



1. What do great visionaries have in common?
2. How leaders set the tone
3. Where it all starts...
4. Five Steps to Leave Lasting Impressions as a Leader
5. It's your choice
6. Conclusions/questions

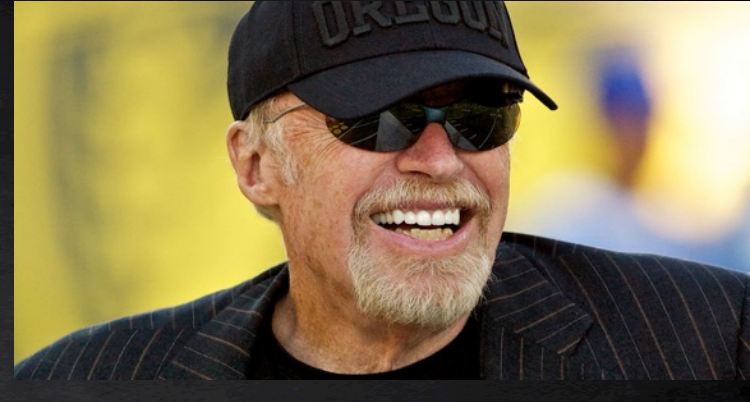
# The Common Theme



**WHO ARE  
THESE  
PEOPLE?**

*AND*

**WHAT DO  
THEY ALL  
HAVE IN  
COMMON?**



# What Exactly is ENERGY?

- Perception that draws people in and inspires them to pay attention to your brand.
- Extraordinary brands create a unique culture that people want to be a part of (stakeholder and consumer).

- **INFLUENCED BY:**

1. Vision
2. Values
3. Staff
4. Culture



*LEADERSHIP*



# The 3 C's of Culture



## CULTIVATE AN ENERGY ENVIRONMENT

**CREATE A UNIQUE  
CULTURE THAT...**

YOU  
BELIEVE  
IN...

OTHERS  
BELIEVE  
IN...

MAKES A  
UNIQUE  
IMPACT

# Where It All Starts...



- Your personal brand will determine what your program stands for and what you achieve.
- Personal brand: Thoughts that come to mind when people think about you.
- Benefits of strong personal brand:

INCREASE  
TALENT POOL

IMPROVE TEAM  
CULTURE

ENHANCE BRANDING

MAXIMIZE SUPPORT

BUILD PERFORMANCE

# 5 Steps to Leave a Lasting Impression as a Leader



1. MISSION

2. MANTRA

3. VALUES

**#1 CREATE A LIFESTYLE MASTERPIECE THAT TRULY MATTERS**

CONSIDER  
SEGMENTS



IMPACT  
MAKERS



# 5 Steps to Leave a Lasting Impression as a Leader



SEE MASTERPIECE TO  
START DAY

ONE VALUE, ONE  
MOMENT AT A TIME

## #2 GET YOURSELF DAILY DOSES OF DIFFERENTIATION

VALUES VISIBLE

1/1000<sup>TH</sup> GROWTH



# 5 Steps to Leave a Lasting Impression as a Leader



INTEGRITY



## #3 ASPIRE FOR AWESOME AUTHENTICITY

DON'T FAKE IT  
TO MAKE IT

ACKNOWLEDGE  
YOUR GAPS

HOLD YOUR  
STANDARDS 

# 5 Steps to Leave a Lasting Impression as a Leader



## THE DIFFERENCE MAKERS:

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1. Innovative, outside-the-box teacher
2. He cared about us as human beings...
3. More than his own accolades
4. Believed in our ability to succeed

*Coyle Cooper*

# 5 Steps to Leave a Lasting Impression as a Leader



*Coyle Cooper*



# It All Starts With a Choice...



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5 STEPS TO LEAVE A LASTING IMPRESSION AS A LEADER

# The End...

- ❑ Any questions?
- ❑ Thanks for your time!
- ❑ Please contact me if I can do anything at all to help out!!!



HIGH PERFORMANCE

AUTHOR COACH SPEAKER

*Coyte Cooper*

✉ coytecooper@gmail.com  
☎ (919) 699-3420  
f FB.com/CoyteCooper  
t @coytecooper  
i @coytecooper

WWW.COYTECOOPER.COM