



# STRATEGY

KATHRYN SANDFORD

**M2M**



A close-up portrait of Kathryn Sandford, a woman with short brown hair, smiling warmly. She is wearing a patterned blazer and large hoop earrings. The background is softly blurred, showing indoor lights.

# KATHRYN SANDFORD

I've always been a square peg in a round hole.

The difference is that now I know it's a superpower.

The ability to see and think differently is one of my fundamental gifts as a coach.

I've been described as a vortex – all high energy and non-stop – but what sits in the middle of it all is a still, calm assuredness.

Of my path.

Of my talents.

Of my responsibility to help people be MORE.

I've also been called a visionary, a cat-thief, a leader, a disrupter, strategic and focused. I'm definitely the most likely to drop an f-bomb in conversation. Good for a drink and a laugh, I'm even better for digging deep and finding out what's holding you back.

I had a birthday recently and it wasn't 50 and it wasn't 70 – you fill in the gap.

And there's something that happens as you reach those magic numbers.

We peel back the layers.

We don't fuss – about people's opinions, about the way things have always been done, about the rules. (Whose rules even are they?)

If that's the kind of freedom and power you want in your life, let's talk – 021570351



1

## THE WHY

Why do you need a personal brand?

2

## THE WHAT

What makes up a personal brand?

3

## THE HOW

How do you get one?





# THE WHY

## Knowing who you are!

The first step to creating a personal brand is to discover who you are, identify what makes you unique and to describe your true values, beliefs, passion, purposes and superpowers.

It's one of the mysteries of the world, that confidence will attract the people and opportunities that will help you shine.

Your purpose can change over time, especially if you are setting a new direction in your life. While your purpose can change, your values are likely to remain the same.

People with a strong brand are clear about who they are.

You can be that person too.

The 'why' is your vision. It's aspirational and inspirational to you. It's your reason to get up every morning. It's outward-looking. It's the impact you want to have in the world – be it on people, the environment or in the universe.





# INVESTING IN ME

Give yourself some time and space to answer the following questions.  
The more real you can be, the more useful you'll find it.  
It might feel difficult, but trust me, this is key to becoming your personal best.

- ① Why does having a personal brand matter to you?

- ② Why would you invest in developing one?



"Knowing yourself is the beginning of all wisdom."

Aristotle



# So... how did you go?

You're really rocking it! You've done a lot of hard work to get to here. I hope you're finally seeing - and feeling - what is unique and valuable about you that my team and I knew was there all along. You probably knew it too, deep down, but now you can recognise it, express it and own it in new ways.

Feel free to reach out to me and let me know about how you got on.

Helpful links from me:

- [Jim Collins - The Hedgehog Concept](#)
- [Edelman - Trust barometer](#)





# THE WHAT

## What's my purpose?

To ask what your purpose is a bit of a trick question. I doubt any of us have just one purpose. That's because our purpose depends on who's asking, and when they're asking. It will change depending on the context and the timing.

Our purpose is the 'what' that sits between the 'why' (our vision) and the 'how' (our goals and actions). It's sometimes easier to start with defining our purpose because we can focus on what we want to bring to a given context (say, a new role) now, or soon.

You need to be aware that there are different ways to represent yourself depending on the medium and audience. What's vital is that the message about your uniqueness and value remains consistent via any channel.

That's why I like what Sunday Adelaja says: "Be strategic and purposeful in whatever you do."

It's your story – so be true to yourself and use your own words so that what you say will be coming from the heart.

# WHAT MAKES YOU UNIQUE?

Once you know who you are, you're on the way to discovering what you want to be known for and what makes you unique.

Knowing your purpose, value, strengths and skills will boost your confidence and self-belief, so go for it!



My purpose...



My value...



My strengths...



My skills...



# CRAFTING YOUR BRAND & STORY

Remember to adapt your brand and story to different audiences. However make sure that the message about your uniqueness and value remains consistent.

## TAGLINE

- Encapsulates in a short sentence what's distinctive about you – or what your superpower is.
- Ideally it's catchy, memorable and expresses something about your personality.

## THREE WORDS

- Three specific words or phrases that employers look for as a match for their requirements for a specific position.



My tagline...



My three words...



Be yourself; everyone else is already taken  
—Oscar Wilde



## So... how did you go?

Now that you have figured out the WHAT, remember that creating a personal brand is not a one time event.

Are you aware of the campaign that reminds us to check the batteries in our smoke alarms when daylight savings begins and ends?

It's a smart campaign because you can lose track really easily of how long ago it was that you did something. Well I know I can.

The same's true of our personal brand. You've done a phenomenal amount of excellent mahi to get to here and you want to maintain your investment in YOU.

### Helpful links from me:

- [www.high5test.com](http://www.high5test.com)
- [StrengthsFinder 2.0 - book](#)





# THE HOW

Strategy is knowledge in action.

The 'how' is about the actions you take.

It's shaped by, and provides an outlet for, your value, strengths, and skills.

It's how you help achieve your purpose and in doing so live your 'why'.

To enable you to take action, we have provided you with resources and tools that will help your personal brand to shine.

Let's craft your brand and story for any audience in a way that builds trust and credibility.

Helpful links from me:

- [13 LinkedIn Tips](#)
- [CV Online Course](#)
- [25 CV Templates](#)

# GOOGLING MYSELF

It's almost impossible not to have a footprint on the internet. Most of us have some kind of social media profile. So now go and check what others will find when they search for you.

How to do it? Use these tips for googling yourself:

- 1 Search for your name inside quotation marks, e.g. "Joanne Murphy"
- 2 Search for all the variants of your name, e.g. • usual name (as above) • full name "Joanne Elizabeth Murphy" • maiden vs married, say, "Joanne O'Reilly" • nick name "Jo Murphy", "Jojo Murphy" • in combination with a partner, "Jo and Joe Murphy"
- 3 To favour results from where you live, add your country suffix (e.g. au, nz, uk, hk) after your name in these searches:
- 4 Don't just look through the results on Page 1. Keep going until you get to an entire page of results none of which relate to you!
- 5 Also check out what's under 'Images' for each search
- 6 If there's a company or organisation that your name is closely linked with, you can exclude those results from the search (to focus on the rest). • If you have a profile on a company whose website is www.abcabc.com, say, add -site:abcabc.com



# SOCIAL MEDIA AUDIT

It's time to do an audit of your social media and other online accounts. The word 'audit' might not fill you with delight, but hopefully you've already discovered that sometimes the hardest things, are the things most worth doing.

- 1 List all the social media sites and accounts you can think of where you might have a profile.
- 2 Delete the ones you don't need any more.
- 3 Review and refresh the ones you want to retain.

|    | A         | B        | C        | D        | E                           | F                | G              | H                           |
|----|-----------|----------|----------|----------|-----------------------------|------------------|----------------|-----------------------------|
| 1  | Site      | URL/Link | Username | Password | No. friends<br>or followers | Last<br>accessed | Last<br>posted | Compelling reason to retain |
| 2  | LinkedIn  |          |          |          |                             |                  |                |                             |
| 3  | Twitter   |          |          |          |                             |                  |                |                             |
| 4  | Facebook  |          |          |          |                             |                  |                |                             |
| 5  | Messenger |          |          |          |                             |                  |                |                             |
| 6  | WhatsApp  |          |          |          |                             |                  |                |                             |
| 7  | Snapchat  |          |          |          |                             |                  |                |                             |
| 8  | Instagram |          |          |          |                             |                  |                |                             |
| 9  | Google+   |          |          |          |                             |                  |                |                             |
| 10 | YouTube   |          |          |          |                             |                  |                |                             |
| 11 | Pinterest |          |          |          |                             |                  |                |                             |
| 12 | Tumblr    |          |          |          |                             |                  |                |                             |
| 13 | Blogger   |          |          |          |                             |                  |                |                             |
| 14 | Facetime  |          |          |          |                             |                  |                |                             |



# ASKING FOR FEEDBACK

Asking for and getting a feedback is important for you as you get to see yourself from others perspective. Below are 3 questions that I would recommend to ask others. Choose people you trust who will give you honest feedback. Don't forget to make notes to compare the answers.

- ① What do you see as my three top strengths or talents?

- ② What one thing do you think I could set a goal to improve upon for my future?

- ③ What one strength or talent do you suspect I could utilise more, and why?

# LINKEDIN TIPS

Our 13 LinkedIn tips will help you set up your LinkedIn profile to reflect your authentic self and attract the right connections and opportunities.

It is important for your personal brand to begin engaging with LinkedIn so that you can have a voice and a presence in what matters to you and where you want to have impact.

**13**

[CLICK HERE  
TO DOWNLOAD](#)

**RECRUITMENT TIPS  
TO BOOST YOUR  
LINKEDIN PROFILE**  
TO GET YOU NOTICED AND HIRED

\*WE FIND 95% OF OUR  
SUCCESSFUL CANDIDATES ON LINKEDIN

**M2M**  
move to more

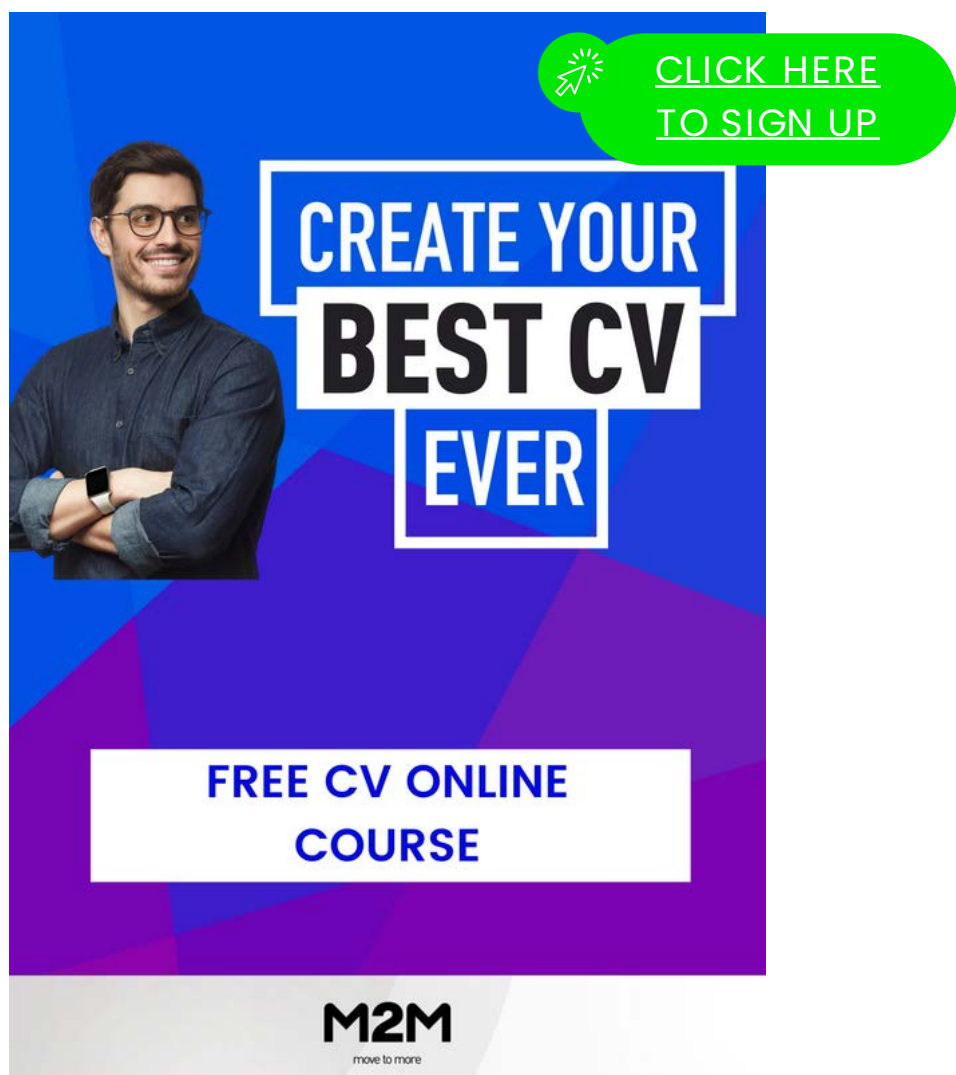


# CV ONLINE COURSE

Did you know that recruiters typically spend 6 seconds scanning a CV?

It's likely the style and format of your current CV is not going to cut it. Most CVs contain the wrong information and way too much of it. If it doesn't grab the recruiters attention immediately the opportunity is lost.

So take a deep breath, gather up your courage and sign up to our free CV online course to give your old CV major surgery!



**CREATE YOUR  
BEST CV  
EVER**

**FREE CV ONLINE  
COURSE**

**M2M**  
move to more

# FREE CV TEMPLATES

Like most things, your CV has a lifespan and at some point, it needs to be revamped. With a long, boring CV, you won't stand out in today's crowded job market.

These free to download 'designed-by-a-recruiter' CV templates are here to help you stand out in a crowded job market.



## 'DESIGNED-BY-A-RECRUITER' CV TEMPLATES





"If you can tune into your purpose and really align with it, setting goals so that your vision is an expression of that purpose, then life flows much more easily."

—Jack Canfield



## So... how did you go?

As I recruiter, I see everything, and I pick up on the tiniest details.

- You think I can't tell when someone's copy and pasted something into their profile that they didn't write or can't really speak to?
- You think I can't tell when someone's included something because they think it's what I – or the client – wants to hear, but it doesn't really represent who they are?

You better believe I can – and so can the rest of your audience.

The good news is that through using these resources and tools you are on the journey to knowing how to own the real you and use your own voice.

Personal brand guru Bernard Clive says: "Consistency and accuracy instil believability."

Let's craft your brand and story for any audience in a way that builds trust and credibility.





Hungry for positive  
change?  
I can help you!

When I talk about brand, I mean that unique combination of our values, beliefs, skills, experience and personality that we want others to see in us.

Our story is what we want others to connect with and remember about us.

And here's why it matters:

- It's what creates our reputation and the way others see us
- It's what enables us to influence others for mutual benefit
- It's what gives us power to be remembered for the right reasons.

And I've got a bit to say about it!

Start working smarter not harder and book a free personal brand strategy session with me.

CLAIM YOUR FREE 30-MINUTE  
STRATEGY SESSION

**M2M**