



# RESULTS

KATHRYN SANDFORD

**M2M**

A close-up portrait of Kathryn Sandford, a woman with short brown hair, smiling warmly. She is wearing a grey and white checkered blazer and large, round, light-colored earrings. The background is softly blurred, showing warm indoor lighting.

# 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



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**REALITY**

The world of work

2

**CONNECTION**

Building trust and  
credibility

3

**VALUE**

What's in it for me?



## The world of work

The world of work since COVID has changed dramatically and nobody can pretend any more that it does not have impact on them.

For leaders and managers it means that they have to act quickly and adjust to the new ways of working.

Employees need also to know and understand the new norms of work.

The speed of change is increasing exponentially. Most of these changes are not just changes in technology but in how and where we work.

Employees needs and priorities have changed as well. They expect workplace flexibility and work-life balance is a top priority.

The role of the employer has shifted from performance and productivity management to now supporting employees financial, physical and mental wellbeing.





# WHAT IS MY REALITY

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 What is your understanding of the role you play in the world of work around you?

- ② How do you navigate your way through the post COVID world of work?

- ③ What is your action plan to moving forward?



# CONNECTION

## Building trust and credibility

Raghu Krishnamoorthy in his recent research highlights the importance of changes in relationship between an employee and employers.

In the world of work today employees desire emotional and personal connection which is in contrast to the traditional management style.

Understanding these new trends help organisations to keep engaged, motivated and productive employees.

It also supports an organisations EVP, which is a huge asset in attracting and managing talent.

It therefore means that making the right strategic decisions is not sufficient for successful organisational performance. The human factors remain critical.

# THE POWER OF CONNECTION

Listen to this inspiring story about the power of connection and taking action.



LISTEN TO THE  
PODCAST HERE



# VALUE

## What's in it for me?

The only way you can get true value and contribute value to others is by you focusing on how you can be the best version of yourself.

You add more value to others when you invest in yourself first.

There are 3 key steps to investing in you:

- Investing in your wellbeing - physically, mentally and spiritually.
- Investing in skills and knowledge that enhances your strengths.

- Investing in the strategies and tools that help you get the clarity, focus and direction.

Investing in you is not selfish, what's more by making your life better you make the lives of everyone around you better.

Remember, your journey of personal growth does not stop. The more you put in the more you get out.



# KEEPING CURRENT

The TWO checklists below are here to help you stay current and stay relevant in the world of work today and in the future.

Element	What you're checking
<b>General</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Does your photo look like you do at the moment?</li><li><input type="checkbox"/> What's out there about you when you Google yourself and your business?</li><li><input type="checkbox"/> Review your social media privacy settings to make sure what's in the public domain can't harm your reputation.</li></ul>
<b>Feedback</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> When's your latest LinkedIn 'Recommendation' from? Is it time to offer to write some (and ask people to reciprocate)?</li><li><input type="checkbox"/> If you're in business for yourself, are there people who could write a testimony for you that, with their permission, you use in your social media?</li></ul>
<b>CV</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Does your CV include your most recent roles, experiences and skills?</li><li><input type="checkbox"/> Have you done any courses you can add?</li><li><input type="checkbox"/> Have you used any different systems, applications or methodologies you can add?</li><li><input type="checkbox"/> Read up on the latest advice on making your CV "Applicant Tracking System" friendly and enhance accordingly.</li></ul>
<b>LinkedIn Profile</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Does it include your latest roles and experience?</li><li><input type="checkbox"/> Have you done any courses, learnt new skills or done volunteering that you can add?</li><li><input type="checkbox"/> Are there people you've met or caught up with recently whom you could invite to connect?</li><li><input type="checkbox"/> Is it time to refresh your background image?</li></ul>

<b>Other social media platforms</b>	<input type="checkbox"/> Check your feed out with fresh eyes. <input type="checkbox"/> Get a trusted colleague to check out your social media and invite recommendations.
<b>LinkedIn</b>	<input type="checkbox"/> What's your network up to? What are they posting? Have you been acknowledging their achievements? <input type="checkbox"/> Have you discovered hashtags in LinkedIn to follow your areas of interest?
<b>Facebook for your business</b>	<input type="checkbox"/> Is it time to change up the background photo? <input type="checkbox"/> Is the Contact, Opening Hours and other basic information still current?
<b>Competitors</b>	<input type="checkbox"/> Who are the other fish in your ocean? Who are the other people and organisations that do the same kinds of things that you do? <input type="checkbox"/> What are the other fish up to? Who's publishing what?
<b>Personal Stationery</b>	<input type="checkbox"/> Does it need a refresh?



# KEEPING RELEVANT

Element	What to do
<b>LinkedIn Groups</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Are the groups you follow still relevant?</li> <li><input type="checkbox"/> Are you following too many?</li> <li><input type="checkbox"/> The right ones?</li> <li><input type="checkbox"/> Are you following ones that will expand your knowledge in areas you know you need to know more about?</li> </ul>
<b>LinkedIn Posts</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> What's excited or inspired you lately?</li> <li><input type="checkbox"/> Have you read something you could post a review about?</li> <li><input type="checkbox"/> Got a photo of yourself</li> </ul>
<b>Disruption</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Who are the disrupters in your areas of professional interest?</li> <li><input type="checkbox"/> If you were to become a disrupter in your area of professional expertise, what is the pain point that you'd target?</li> <li><input type="checkbox"/> Is someone doing something like that somewhere else in the world?</li> </ul>
<b>Courses</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Have you checked out the relevant courses available through LinkedIn?</li> <li><input type="checkbox"/> Have you found other courses that will extend your area of expertise</li> </ul>
<b>Webinars</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Do you have a target of how many webinars you want to watch per month? Are you on track?</li> <li><input type="checkbox"/> Could you host a webinar or function for your clients and prospects with someone who would have appeal but isn't in direct competition?</li> </ul>
<b>Meetups</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> What meetup groups related to your professional areas of interest do you belong to?</li> </ul>

<b>Professional Groups</b>	<input type="checkbox"/> <b>Are you attending meetings regularly?</b> <input type="checkbox"/> <b>Would you consider presenting for them?</b>
<b>Reading/Listening</b>	<input type="checkbox"/> Have you taken some time to read the free ebooks you've downloaded? <input type="checkbox"/> Have you taken time to read or listen to e/books, articles/podcasts or blogs in your areas of interest?
<b>Contributing</b>	<input type="checkbox"/> Are you confident to host a webinar? <input type="checkbox"/> Could you write and publish an article on LinkedIn? <input type="checkbox"/> Are there businesses from whom you've had great service? Have you put pen to paper and written a testimonial for them? <input type="checkbox"/> Have you taken your turn at holding office or being on the committee of your professional organisation?
<b>Survey</b>	<input type="checkbox"/> To position yourself as authoritative in your area of expertise, are you able to send a short survey out to your contact base, or your LinkedIn network? <input type="checkbox"/> Ask questions that you have a hunch are issues but the raw data isn't there, or there isn't any local data. <input type="checkbox"/> Incentivise it with putting respondents into the draw for a modest prize, and that you'll share the survey results with them. <input type="checkbox"/> Share the results with the people who participated, and leverage the insights through posts and targeted marketing or messaging.
<b>Crunch the numbers</b>	<input type="checkbox"/> Are you collecting data from your business in a way that you can note trends over time? If not, in what ways could you? <input type="checkbox"/> What insights can you glean from your Contact management records? <input type="checkbox"/> What insights can you glean from your financial records?
<b>Feedback</b>	<input type="checkbox"/> From time to time invite someone to lunch whose opinions or wisdom you admire. <input type="checkbox"/> Think about academics, or other people who would have insights into your sphere but aren't in competition with you. <input type="checkbox"/> Prepare for it by thinking through some specific questions that you would like to learn about from them.





"Do the one thing you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire. This is your moment. Own it."

—Oprah Winfrey



## So... how did you go?

There is no way you can truly embrace the journey of reinvention without failing or making mistakes. It is the only way you will know you are on the right track.

When you fail, you have the opportunity to learn and then decide how you can improve the situation so that you are not making the same mistake over and over.

Overcoming failure teaches you how to be flexible and adaptable. It also strengthens your resilience, and you are more effective at dealing with the unexpected challenges that life throws at you.

Life will always throw you curve balls, especially when you don't expect them.



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  
PERSONAL STRATEGY SESSION**

**M2M**