



## *Your True North*

### PART THREE



*"Have the courage to follow your heart and intuition. They somehow already know what you truly want to become." – Steve Jobs*



## Writing the Next Chapter

When you're able to identify the conflicts in your personal brand, it will be easier to recognize when a person (or group of people), a job, a community, a cause, or an organization is allowing you to be your best self—to openly live your brand. If you trust your gut and align your decisions and actions with what matters to you and who you are, you'll know what's worth working toward and what's worth walking away from.

To identify these things, revisit your personal brand authenticity charts in Chapter 6. Look at the areas where your scores are lower and ask yourself a few questions.

What's getting in my way?

Think about your inner voice: What kinds of things make you feel ill at ease? Do they conflict with your values?

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## Writing the Next Chapter



**You have defined your purpose.** The question to ask yourself is whether or not you feel empowered to go after it. If the answer is no, consider why that is. What's holding you back?

What am I giving to the higher-scored areas that I may not be giving other areas?

What factors are allowing you to behave consistently in some areas and not in others?

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*Through the storm, an authentic leader will emerge stronger.*



### Key Takeaways

- There are elements of your brand that you can control, such as what's written into or out of the next chapter of your story. Making changes may be difficult, but you need to take action when your personal or professional relationships aren't aligned with your True North.
- You also control your brand online. Who you are online and how you're perceived by those who matter most to you is tied directly to your brand. Make sure you're expressing who you are and what you value.
- Trust your gut. When your inner voice is trying to tell you something, listen. When you listen, you'll begin to see more clearly what's aligned with your purpose and principles and what's not.
- When something comes your way that you don't expect or cannot control, separate you the person from the event. Once you do that, you can proceed with a plan to work through the situation. If you stay mired in the muck of your new circumstances and attach them to your brand, you'll lose your focus on your True North.
- If you encounter a major change in your life and it forces you to rethink what matters, go back to the exercises in this book to reestablish your purpose, promises, and principles. Update your Venn diagram according to what matters to you personally, professionally, and aspirationally. Define the experiences you wish to create. And update your description so that it contains the full expression of who you are and how you want others to see you, regardless of whether the change was planned or unplanned.

#### **Congratulations on Your Efforts Thus Far!**

Consider how you're feeling. Before you move on, take a moment to think about what you've become more aware of through this process.