

VOICE

The Catalyst Map



Leadership Archetype Deep Dive

Why use branding techniques to articulate your VOICE?

This Leadership Archetypes® system is a tool I used more than 10 years ago when I was supporting business owners to craft their messaging. Yet, it's revealed time and time again that this tool helps impact agents at whatever stage in their purpose journey to dial in on their voice. With intention, this tool can be used to brand a business or company, focus a movement, and/ or land on a unitive voice for crafting a narrative, in a way that feels aligned, authentic and connects emotionally to others. Why? To influence them to jump on board with your VISION!

How does this process work?

Carve out about 10 -5 15 minutes and take the Leadership Archetypes Assessment. Follow this [LINK](#) for the assessment. **Password:** iamawesome55

Now that you've taken the assessment and received your results....

In the client portal you can listen online or download the audio that guides you through this process. There is a guided visualization as well that accompanies the audio instructions. First download the **Archetype Cards** from the portal. You'll focus on your top highest scores. If you have a tie, listen to the audio for your next steps. Your highest score is your Signature Archetype and next is Influencing Archetype. Read through and absorb the cards. Add your two Archetypes to the next page, in your VOICE GUIDE.

Signature Archetype

Your Signature Archetype represents the core nature, motivation and driving force of you (or your company). However, used alone it does not create enough dimension or personality to stand out as unique in a crowded market.

Influencing Archetype

Your Influencing Archetype gives dimension, color, tone and uniqueness when integrated with your Signature Archetype. For example, a consultant whose Signature Archetype is Ruler and Influencing Archetype is Artist will have very different messaging, marketing look+feel, strengths, values and vision than they would if their Signature Archetype were Ruler with an Influencing Archetype of Humanitarian.

YOUR VOICE GUIDE

SIGNATURE ARCHETYPE	INFLUENCING ARCHETYPE

My Unique Brilliance:

I'm a stand for

I am an expert

MY VOICE PROMISE

SIGNATURE VOICE VALUES	INFLUENCING VOICE VALUES
1.	1.
2.	2.
3.	3.

Your VOICE Influence	
What we believe is possible for our clients / stakeholders / guests / community / world	

What we will not tolerate in our clients / stakeholders / guests/ community / world	

Initial Feelings	Considering Feelings	Buy-in Feelings

PERSONALITY OF YOUR VOICE			
TIME:		SONG:	
FONT:		COLOR:	
PLACE:		TEXTURE:	

YOUR VOICE LEADERSHIP ARCHETYPE DEEP DIVE

For each step, go back to your guide above and fill in the pieces you complete...

Step #1:

Take the Assessment and decide on your Signature and Influencing Archetypes.

Step #2:

Articulating your Unique Brilliance.

Step #3:

Listen to the visualization in the Client-Portal and answer the questions as thoroughly as you can. Then fill in your VOICE Guide

Step #4:

What are you a stand for no matter what?

Step #5:

What are you an expert at?

Step #6:

Your VOICE Promise

Step #7:

Your VOICE Values

Step #8:

Your VOICE Influence

Step #9:

Personality of Your VOICE

Discover Your Unique Brilliance

Do you take on projects or deal with people who drain your energy or are difficult to deal with?

Do you accept projects because you're not sure when another one might come along or you feel guilty for not serving?

Do you undervalue your time and contribution, resulting in less fulfillment or abundance than you want?

Do you perform mundane tasks because you think you should, or that you don't have the bandwidth or resources to hire someone else to do them?

You are not good; **you are brilliant.**

Your Unique Brilliance is not a skill like driving a car. It's a powerful force that describes the very core of who you are as an individual. It is the very essence of what you love to do, and do extraordinarily well. Everyone has their Unique Brilliance, yet most people never realize what theirs is, how to dial it in and articulate it or how to use it to actualize their full potential.

Here are a few examples:

"My Unique Brilliance is I ignite passion and action!"

"My Unique Brilliance is I spark greatness."

"My Unique Brilliance is I sparkle the divine."

"My Unique Brilliance is I energize possibility."

"My Unique Brilliance is I sing the song of my heart."

"My Unique Brilliance is I decide for utter joy"

"My Unique Brilliance is I inspire radical transformation"

The more you use, DO and BE in your Unique Brilliance, the more powerful, focused, and aligned you become and the more you access flow. Imagine living in you zone of genius all the time. The feeling of using your Unique Brilliance is so powerful and motivating, that more and more, you begin to let go of anything that is *not* in your Unique Brilliance. Over time, you'll find that when tasks and activities try to creep in that are outside of your Unique Brilliance, you quickly either ditch, delegate, or redesign them.

One of the great things about your Unique Brilliance is that it's been with you since you were born...really.... So let me ask you:

1. What did you LOVE to do as a kid?

2. What are the words and/or qualities that describe that? (Hint: think about what you loved to do as a kid meant for you).

PAUSE HERE AND LISTEN TO THE AUDIO VISUALIZATION BEFORE GOING FORWARD

Use this page to answer the questions I ask right after you come back from the meditation
– in the same audio.

Creating Your Unique Brilliance Statement

Your final Unique Brilliance statement is 6-8 words. Here's how it looks:

"I _____"
(verb)

For example, mine is, "I catalyze radical transformation"

Remember that every part of you should say, "Yes!" when you read your Unique Brilliance out loud!

GUIDELINES:

- Your Unique Brilliance statement will not mention "others" or "people." This is because it's something that is true for you no matter WHAT you are doing or WHO you are with.
- Your Unique Brilliance statement will not describe steps or process.

For example, it would NOT look like this: "My Unique Brilliance is I create powerful transformation by seeing someone's essence and advising them ..."

Think simple! Instead, it may be, "My Unique Brilliance is I create powerful transformation!"

- Test your Unique Brilliance statement by thinking of time when you are absolutely, positively at your best. Were you using or being in your Unique Brilliance?

Unique Brilliance Verb List

Since your Unique Brilliance statement starts with a verb, here is a list to help spark your thinking and ideas (remember this is only a partial list so feel free to create your OWN verb!):

Spark	Evoke	Compose
Sparkle	See	Discover
Ignite	Awaken	Design
Inspire	Demand	Lead
Create	Hold	Express
Provoke	Sing	Influence
Do	Accomplish	Empower
Take	Align	Innovate
Listen	Achieve	Nurture
Build	Catalyze	Navigate
Capture	Deliver	Motivate
Change	Perfect	Reveal
Revitalize	Shape	Transform
Teach	Uphold	Visualize

Embracing Your Unique Brilliance

My Unique Brilliance Is:

For Me To Be At My Best I Need:

Environment

-

-

-

Time

-

-

-

Support

-

-

-

Energy

-
-
-

Sound

-
-
-

Feeling of

-
-
-

Actions I will take are:

Action:	By When:
Action:	By When:
Action:	By When:

Creating Your "I'm a Stand For" Statement

Write what you are a stand for in your profession, your business, your impact, mission or life...

Examples:

"I am a stand for people loving who they are and what they do, no matter what!"

"I am a stand for people saying "yes" to themselves, no matter what"

"I am a stand that if you just do it, you CAN do it!"

"I am stand for making people feel welcomed and part of a community"

"I am a stand for positive measurable impact no matter what"

"I am a stand for awakening consciousness in myself, others and the world"

I'm a stand for

Creating Your "I am an Expert" Statement

Write what you are an expert in or at in your professional life...

Examples:

"I am an expert at inspiring people to decide and take action"

"I am an expert at making people beautiful"

"I am an expert at tracking data to tell a story"

"I am an expert at listening and hearing what people are saying"

"I am an expert at creating relationships"

"I am an expert at creating wild experiences for people to come home to themselves"

I am an expert

Craft Your VOICE Promise

A promise is a commitment, a pledge and an agreement. Your VOICE Promise tells your listeners, stakeholders, constituency, community, or market that you can be relied upon to deliver a consistent experience regardless of the particular experience, meeting, program, product or event, project or position.

Your VOICE Promise is **Specific**, **Emotional** and usually includes naming your ideal colleague, client or influence.

Examples of a VOICE Promise:

“I use empathy, intuition and adventure to guide people to vibrant health and positive impact.”

“I use poetic storytelling to plant seeds of future potential so that impact agents can spread action and change.”

“We use the magic of the theater experience to help autistic kids soar to success!”

“I use personal color and clothing to provoke women entrepreneurs to say “yes” to themselves no matter what!”

“I turn managers into coaches so there is harmony in the workplace.”

“I mentor high-achieving entrepreneurs into the spotlight so they can live the life they desire and deserve”

“I passionately innovate how women entrepreneurs market their business so they create money with soul.”

Now, what is it that your business promises to deliver?

Brand Brilliance Values

Using Your SIGNATURE Archetype Card for this exercise:

Step 1: Choose 2 of your most developed strengths and 2 of your least developed strengths, brainstorm 1-3 words/ short phrases, using these questions as your guide:

- What does this strength mean for me?
- What is important to me about this strength?
- What do I value about this strength?

Strength 1: _____

Strength 2: _____

Strength 3: _____

Strength 4: _____

Step 2: Choose your top 3 key words or phrases

1.

2.

3.

Using Your INFLUENCING Archetype Card for this exercise:

Step 3: Choose 2 of your most developed strengths and 2 of your least developed strengths, brainstorm 1-3 words/short phrases, using these questions as your guide:

- What does this strength mean for me?
- What is important to me about this strength?
- What do I value about this strength?

Strength 1: _____

Strength 2: _____

Strength 3: _____

Strength 4: _____

Step 4: Choose your top 3 key words or phrases

1.

2.

3.

To complete the exercise, write your 3 Signature Values and 3 Influencing Values on your VOICE Guide.

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YOUR VOICE INFLUENCE

What does your Signature Archetype BELIEVE is possible for your people (colleagues, clients, team, constituents, community [people])

What does your Influencing Archetype BELIEVE is possible for your people?

What does your Signature Archetype not TOLERATE in your people?

What does your Influencing Archetype not TOLERATE in your people?

When my people are INITIALLY investigating working with me or others like me, they are initially feeling...

Frustrated about:

Overwhelmed with:

Desiring:

When my people are CONSIDERING working with me I want them to:

FEEL		(Ex. Result they will get, your expertise)
<input type="text"/>	about	<input type="text"/>
<input type="text"/>	about	<input type="text"/>
<input type="text"/>	about	<input type="text"/>

When my people first SAY YES, SIGN ON, or Give BUY IN with me I want them to:

FEEL		(Ex. their decision, their first step)
<input type="text"/>	about	<input type="text"/>
<input type="text"/>	about	<input type="text"/>
<input type="text"/>	about	<input type="text"/>

VOICE Feeling List

confident	affirmative	amazed	ambitious
brave	buoyant	calm	certain
cheerful	converted	convinced	courageous
determined	empowered	encouraged	enthusiastic
exhilarated	hopeful	independent	loyal
optimistic	persuaded	positive	proud
secure	sure	strong	triumphant
trusting	upbeat	blissful	peaceful
carefree	free	comfortable	complacent
contented	delighted	ecstatic	elated
easy	exalted	excited	exultant
fantastic	festive	glad	grateful
inspired	joyful	joyous	overjoyed
lighthearted	glorious	magnificent	playful
pleased	pleasant	relaxed	relieved
satisfied	serene	tranquil	thrilled
brilliant	comical	jubilant	attracted
awed	captivated	curious	eager
earnest	enchanted	engaged	enraptured
enthralled	at ease	fascinated	immersed
intrigued	mesmerized	obsessed	tremendous
amused	sparkling	animated	spirited

Adding Personality to The Soul of Your VOICE

As a _____ with _____
influencing...
(Signature Archetype) (Influencing Archetype)

If your VOICE were from a different TIME period, when would it be?

If your VOICE were a FONT, what would it look like?

If your VOICE were a PLACE, where would it be?

If your VOICE were a SONG, what would it be?

If your VOICE were a COLOR, what would it be?

If your VOICE were a TEXTURE, what would it be (crisp, fresh, soothing, luscious, etc.)?

VOICE Infusion Touch Points

- Logo
- Tagline
- Branding Voice
- Marketing Message
- Voice Mail Message
- Email Signature
- Brochures
- Product Packaging
- Business Cards
- Letterhead
- Newsletter
- Thank You Cards
- Imagery
- Return Address Labels
- Website
- Trade Shows
- Signage
- Presentations
- Clothing
- Gifts
- Charity Involvement
- Publicity
- Alliance Marketing
- Networking
- Advertising
- Articles
- Color palette
- Fonts
- Graphics
- Social Media Posts
- Social Media Imagery
- Program Names
- Digital products

Touch Point #1:

Ideas:

Touch Point #2:

Ideas:

Touch Point #3:

Ideas:

Is It On VOICE

- Does this communicate the core essence of my VOICE Archetypes?
- Does this deliver on my VOICE Promise?
- Does this reflect my VOICE Values?
- Does this express the personality of my VOICE?

A message to VOICE what you're about....

For this exercise refer to your VOICE Guide.

**My ideal client, colleague,
Partner, stakeholder group
.... is a**
*(Refer to your
VOICE Promise)*

who struggles with
*(From the Initial Feelings
section choose either the
frustrated about or
overwhelmed with feeling)*

and wants to
*(From the Initial Feelings
choose the desire feeling)*

so he/she can / they
*(Achieve this result -
refer to your
VOICE Promise)*