# KNOW Summit
# May 16th, 2022

# Cracking The Authenticity Code™: Become The Boss You Were Born To Be

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## SESSION DESCRIPTION

CRACKING THE AUTHENTICITY CODE™: BECOME THE BOSS YOU WERE BORN TO BE

Ready to increase your sales, influence, and to express your authentic self as a leader? Start by creating your authentic brand statement with Dr. Sharon!

## YOUR AUTHENTIC BRAND

“At least 26% of what it takes to successfully influence is authentic presence.”
The Center for Talent Innovation

Your most powerful way of adding value by expressing your unique gifts & talents.



What do you want to be known for?

How do you want to be seen?

Who are you as a leader?

## INTROSPECTION

### WHAT?

This workshop will facilitate an activity that helps you more deeply connect with your authentic brand.

### WHY?

So others see you as you want to be seen and know you as you want to be known.

### WANT?

Inspire you to take your Brand to your next level and/or connect with it more deeply than you ever have before.

## AUTHENTIC BRAND VIDEO

Scan the QR code with your phone or type in the following URL to watch the authentic brand video:

**https://bit.ly/3FtQdeO**

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| QUESTION | EXAMPLE | ANSWER |
|---|---|---|
| 1. What is the ONE leadership role I most want to hold? | *e.g., CEO, Executive, Philanthropist, Author, Serial Entrepreneur, Coach Parent, Entrepreneur, CFO, Catalyst, Role Model Leader* | |
| 2. What is the ONE THING I most want to do/accomplish as I work in my desired leadership role? | *e.g., Successfully lead a new program or business, empower employees to turn around a failing program/product, invent a new product/service, create a cause that impacts my community, etc.* | |
| 3. What is the ONE THING I most want to change as I work in my desired leadership role? | *e.g., Financial loss – turn a company around, My presence – become calm & peaceful; Negative relationship – Foster healthy workplace relationships* | |
| 4. What is the ONE THING I most wish my parents would have given me growing up? | *e.g., Seeing and celebrating my unique gifts and talents, modeling a healthy relationship, listening to my point of view, etc.* | |
| 5. What is the ONE THING I know I have as a leadership strength that comes naturally to me? | *e.g., Providing a safe environment for everyone to speak their truth, inspiring people to give their 100%, setting a clear vision that many follow, etc.* | |

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| QUESTION | EXAMPLE | ANSWER |
|---|---|---|
| 6. What is the ONE THING I most want to see as a leader? | *e.g. My mentees all get promoted, my organization transforms into my vision, a family member (spouse, child, etc.) having a great success, etc.* | |
| 7. What is the ONE THING I most want to hear as a leader? | *e.g. "You helped me transform my life," "Without you we would have failed," "You are the best boss," "You helped increase profits by 50%," etc.* | |
| 8. What is the ONE THING I most want to experience as a leader? | *e.g. Going to bed & waking up on a daily basis knowing I am making a difference, leading a high performing team, making a difference through my work* | |
| 9. What is the ONE THING I most want to say as a leader? | *e.g. "I have made the difference I wanted to make & have no regrets," "I am the happiest I have ever been," "I balanced a great career & personal life," etc.* | |
| 10. What is the ONE THING I want to feel as a leader? | *e.g. Proud of the life I have lived and the legacy I have left, happy and fulfilled in my life, confident that I gave my all* | |

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## MY AUTHENTIC BRAND IS...

| | |
|---|---|
| I am a | #1 |
| who | #2 |
| I | #3 |
| I give this by | #4 |
| | #5 |

My success criteria:

| | | | |
|---|---|---|---|
| 1 |  | See | #6 |
| 2 |  | Hear | #7 |
| 3 |  | Experience | #8 |
| 4 |  | Say | #9 |
| 5 |  | Feel | #10 |

### AUTHENTIC BRAND EXAMPLE

I am a role model leader (#1) who teaches others how to be better leaders through leading by example (#2). I interact without judging or becoming defensive (#3). I give this by understanding individual choices, making wise decisions and meeting my commitments (#4 and #5).

My success criteria for living my brand:

1. See people become great leaders because they modeled me. (#6)
2. Hear people say that I was the best leader they ever had. (#7)
3. Experience a great big party with a room full of people who thought I made a difference in their lives. (#8)
4. Say “Wow I balanced a great career and personal life with no regrets of either.” (#9)
5. Feel I would not have changed a thing regarding career and personal life balance. (#10)

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## AUTHENTIC BRAND SHARING

Share:

- Your Authentic Brand Statement (#1-5, top of page 6)
- Receive Constructive Feedback from your group and identify ways to refine/improve your Brand Statement.

## HOW TO USE YOUR AUTHENTIC BRAND STATEMENT

- Every morning…read your brand statement out loud
- Place a copy of your brand statement on your phone, by your computer, or on your desk
- Continue to improve and adjust your brand statement
- Before important meetings and presentations, read your brand statement

## NOTES

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## DR. SHARON LAMM HARTMAN

Founder, Owner & CEO of

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Dr. Lamm-Hartman is an award-winning global executive and presentation coach, leadership development consultant, speaker, writer, and educator. She is the CEO and founder of Inside-Out Learning, Inc., specializing in leadership and personal development. Inside Out Learning is an active member of WBENC and the global Women's President Organization which only 3% of women owned businesses meet their requirements for membership.

With over 25 years of global experience, Sharon has worked across the United States and Europe as well as Beijing, Hong Kong, Singapore, and Thailand for clients such as Boeing, American Express, GE's Leadership Development Center, Exxon, E*TRADE, ARCO Chemical Company, Mobil Oil Corporation, Berlex Pharmaceuticals, Fannie Mae, Arizona Society of CPA's, Volvo Corporation, and the National Reconnaissance Office. She has designed and delivered over 3,000 innovative programs, including many executive presence and presentation skills programs. Dr. Lamm-Hartman has coached thousands of CEO's, executives and entrepreneurs worldwide.

She worked internally at ARCO Chemical in International Training and Development. She knows what it is like to work internally and has a strong client partnership philosophy. For the past 18 plus years, Dr. Lamm- Hartman has been a preferred executive coach for hundreds of Boeing executives with exceptional results, including promotions, developmental job assignments, and saving E-Series. Dr. Lamm-Hartman has also designed and is teaching The Authenticity Code™ Programs, team development programs, and culture-change offsites to thousands of professionals and leaders world-wide. Up to 80% of employees who participated in these programs have achieved a promotion. Sharon has her Top-Secret Security Access and helps executive clients and customer relationships in classified environments. Sharon has consulted on several corporate change efforts, training change agents, and developing effective strategic implementation and communication plans.

In addition to her private practice, consulting, and being on the global lecture circuit, she is widely published. Dr. Lamm-Hartman has served with the Fresh Start Women's Foundation and Arizona State University's Dean's Board of Excellence Mentoring Program. She was the co-founder and first Director of Central Phoenix Women, a networking organization for women business leaders, and wrote a regular column for Phoenix Woman Magazine. She is a regular instructor for WBENC's WeTHRIVE program.

Dr. Lamm-Hartman holds a doctorate from Columbia University in Leadership and Organization Development, a Masters in Industrial and Labor Relations from Cornell University, and two Bachelor degrees. Dr. Lamm-Hartman also trained as a Life Coach with world-renowned author and life coach teacher, Dr. Martha Beck. Dr. Lamm-Hartman is a Certified Executive and Presentation Coach and is certified in the Myers Briggs Type Indicator.

Dr. Lamm-Hartman is an Adjunct Professor of Leadership at Columbia University where she has taught Leadership classes to Doctorate Level students. She also worked as an Adjunct Faculty member at The Center for Creative Leadership teaching courses on Developing Leadership Talent.

Dr. Lamm-Hartman has been quoted on her views of coaching in numerous publications including, Forbes, CEO Magazine, The New York Times, MORE magazine, and Oprah's magazine, 'O' magazine. Dr. Lamm-Hartman has been honored and received awards from the Center for Creative Leadership and the Academy of Human Resource Development for her work and research on personal transformation and leadership development.

Dr. Sharon recently became a best-selling author in the Wall Street Journal, USA Today and Amazon with her book release of The Authenticity Code™. Her book just received the Axiom GOLD Medalist award for best 2022 Business Fable. WBENC buys her book for all WeTHRIVE participants. She has been named as one of the top 100 Women to KNOW Across America by the KNOW Women Group.

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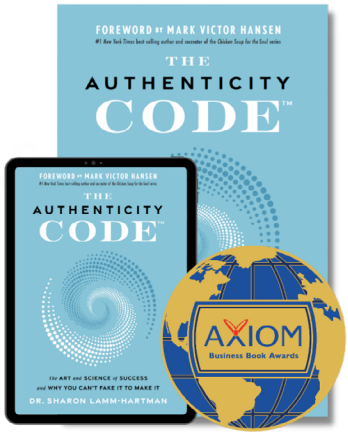
## WHAT'S NEXT?

1. Free Community of Practice on LinkedIn Groups www.linkedin.com/groups/13841506
2. Purchase Dr. Sharon's best-selling, award-winning book, *The Authenticity Code™: The Art and Science of Sucess and Why You Can't Fake It to Make It* in the KNOW Summit bookstore* or through Amazon.

**use coupon from SWAG bag to purchase for $10 at the KNOW Summit bookstore!*

USA TODAY BESTSELLING AUTHOR

WSJ. THE WALL STREET JOURNAL BESTSELLING AUTHOR




3. Sign up for a free trial* of The Authenticity Code™ mobile application.

**use coupon code KNOW2022 from SWAG bag to purchase full app for only $99!*

## Join the Inside-Out Learning Community of Practice!

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