

Be **YOU.**  
**BREAKTHRU.**





X

B	R	E
A	K	T
H	R	U

# Owning Your BREAKTHRU Brand

A Workshop for WeCoach-NCAA Academy 2.0

23 APRIL 2023

# Agenda

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- 1** Introduction
- 2** What is a Leadership Brand?
- 3** Our B.O.L.D. Leadership Framework
- 4** Developing B.O.L.D. Leadership
- 5** How to BREAKTHRU
- 6** Conclusion, Take Home Exercise, and Q&A



# Who Am I?



# I'm Laura Barnard.

“ I am...

the **Founder** of  
BREAKTHRU,  
a **branding expert**, and a  
**collaborator** seeking to  
empower more  
**women to lead.**

”

I hope one day for us to all look back on the  
barriers we broke *together.*

B R E  
A K T  
H R U



# What is My Journey?

UBS

WRIGLEY

HARIBO



BRE  
AKT  
HRU



CHICAGO  
BOOTH

STORCK

bluedog

# Who Are You?



# Partner Exercise

My name is \_\_\_\_\_.

Three things I want you to know about me are that I am...

a \_\_\_\_\_ ,  
a \_\_\_\_\_ , and  
a \_\_\_\_\_ .

Find a partner and practice your response (1 min per person).



# What is **BREAKTHRU**?

# What is **BREAKTHRU**?

**B** **R** **E**  
**A** **K** **T**  
**H** **R** **U**

A women-owned, women-led agency on a mission to advance equitable representation in leadership.



We believe **where women lead, opportunity for all underrepresented leaders follows** – and gender equity, racial equity, and equity in opportunity grows.



# The fact is, where women lead...



## Diversity follows



Female leaders are **2x more likely** to spend time on advancing diversity, equity, and inclusion



Women are **best-suited to lead organizations of the future** – those inclusive of diverse genders, races, backgrounds, and identifications

**WOMEN IN THE WORKPLACE**

*McKinsey & Company (2022)*

## Inclusion follows



Women-led organizations are shown to more actively **support and nurture diverse cultures**



Gender diverse organizations are shown to **result in diversity** of sexual orientation, employees with disabilities, religious beliefs, ethnicity, and educational background

**WOMEN MATTER: TAKING THE LEAD FOR INCLUSION**

*McKinsey & Company (2022)*

## Results follow



Women-led companies **outperform** those led by men



Female CEOs have been shown to **drive more returns** than their male counterparts



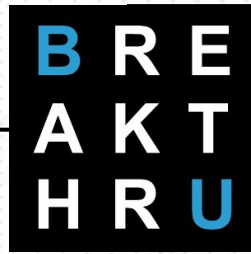
Women-led organizations are more likely to have **engaged, inspired, and satisfied employees**

**STRATEGIC BENEFITS OF WOMEN IN LEADERSHIP**

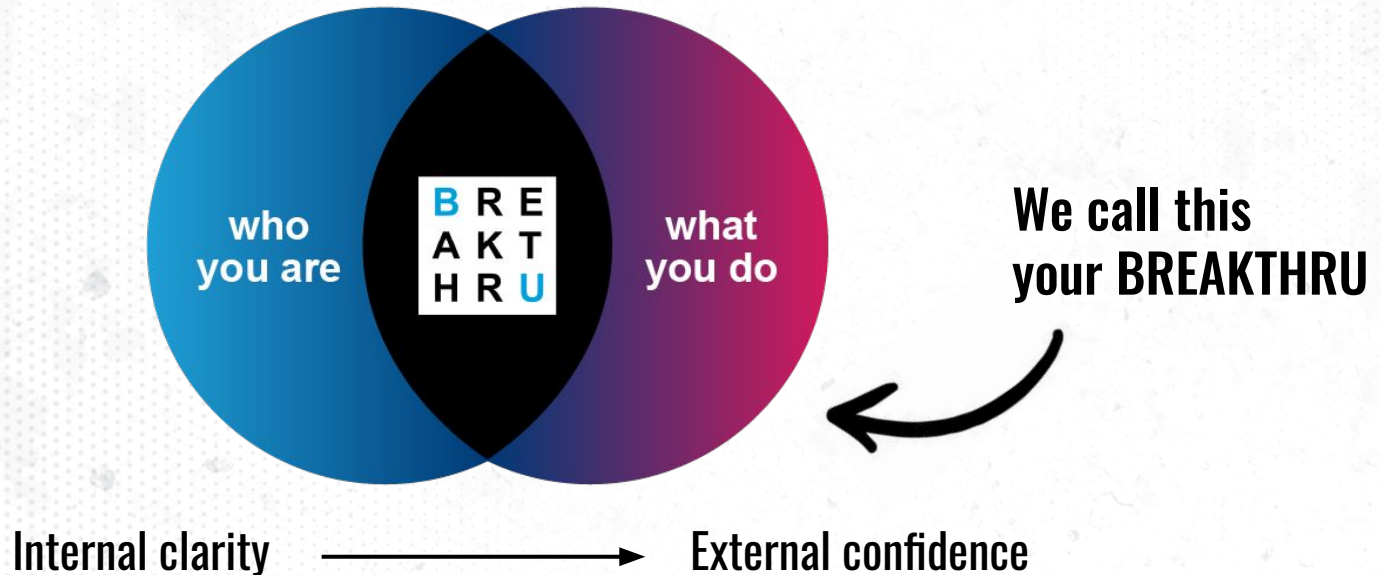
*Heartbeat by Workday (2019)*

# Our unique approach to Leadership Development

# We guide leaders to build brands that **BREAKTHRU**



Our unique approach to leadership development guides women from internal clarity to external confidence.





# Barriers women can break together



## Gender bias & stereotypes

Women are 'expected' to be timid, passive, and emotional more than assertive, powerful, and natural leaders.



## Imposter 'Syndrome'

If you look around and feel like you don't belong, it can feel like you don't deserve the opportunity.



## Fear of Backlash

If you previously received negative reactions, your confidence is shaken when expressing new opinions and ideas.



## Regressive Culture

If your work environment does not value diverse perspectives, you can feel stifled and like conformity is the only option.



## Societal norms & expectations

Women often prioritize the needs of others before their own due to 'traditional' household and caregiving 'expectations'.

# We believe every leader is a brand



We collaborate with leaders in two ways:

## Brand Unlock



**FOUR WEEKS, ONE-ON-ONE**

Building leadership brands that bring clarity to impact-driven leaders in sports, business and the non-profit space.

## Leadership Workshops



**FOR GROUPS**

Inspiring emerging leaders to explore and begin to building their own leadership brands based on intended impact.

# What is a **brand**?



A brand is **a promise...**



VS

HYATT



**SETH GODIN**

THE GODFATHER  
OF MODERN MARKETING

NIKE VS HYATT

# What is a **Leadership Brand**?

# A Leadership Brand is a **promise**, too.

What **ONE** word comes to mind  
when you see this person?

Please share out loud or in the  
chat if you are comfortable.





# Why do Leadership Brands matter?

Strong Leadership Brands create an **emotional connection** with their audience.



Serena Williams



Billie Jean King



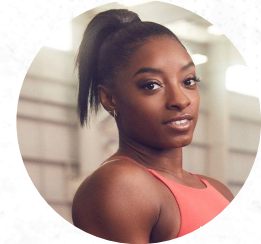
Candace Parker



Megan Rapinoe


















Maya Moore



Simone Biles

# Why do Leadership Brands matter?

Strong Leadership Brands create **emotional connections** & **extend credibly** to increase their **impact** and **influence** on the world.

 <p>Serena Williams</p>	 <p>Billie Jean King</p>		 <p>Candace Parker</p>	 <p>title IX: <small>37 WORDS THAT CHANGED AMERICA</small></p>	 <p>Simone Biles</p>
 	 <p>Megan Rapinoe</p>	 	 <p>Maya Moore</p>		 

# Partner Exercise

A strong leadership brand I admire is \_\_\_\_\_ and I admire this person because they \_\_\_\_\_.

Find a NEW partner and share your response (1 min per person).





# Benefits of building a Leadership Brand

- Gain **clarity & confidence**
- Improve your **communication** skills
- Get clearer on “**what’s next**” for you
- Build your **network** & gain supporters
- **Stand out** for what makes you unique
- **Stand up** for what matters to you
- Be **B.O.L.D.**



# Leadership brands are...

## Clear

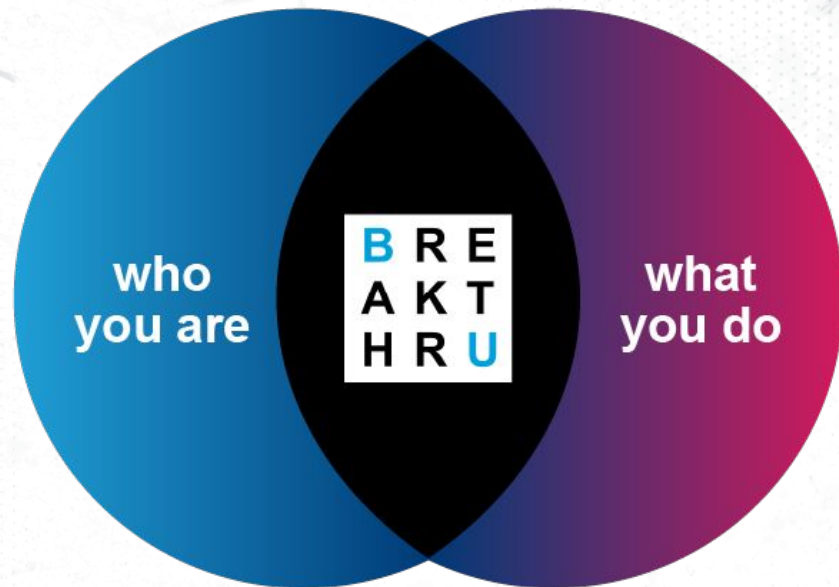
Build a leadership brand you want others to perceive & experience.

## Confident

Let your brand inspire & drive your decisions, words, and actions.

## B.O.L.D.

Push yourself to be Brave, Outspoken, Lucid, and Distinct.



**Be You. BREAKTHRU.**

Leadership Brands are

**B.O.L.D.**



# Leadership Brands are B.O.L.D.



Internal clarity



External confidence

**B.O.L.D.**

## **Brave**

Do it, and do it scared! Believe in yourself, trust your decision.

## **Outspoken**

Own your truth, your goals, your beliefs.

## **Lucid**

Convey your ideas and plans clearly; don't assume people can read your mind.

## **Distinct**

Cut through the noise. Live your best, unique life.

# Impact of B.O.L.D. leaders

SELF

## **Build trust & credibility**

Transparency & accountability lead to greater collaboration and teamwork

TEAM

## **Inspire & empower others**

By speaking up & advocating for your beliefs, you are inspiring others to find their own voice

ORG

## **Inspire openness & honesty**

Set an example that inspires others

INDUSTRY

## **Contribute to better results**

Diverse perspectives & ideas lead to more innovative & effective solutions

SOCIETY

## **Challenge the status quo**

Break barriers and contribute to inclusive, more equitable cultures, ideas, and solutions

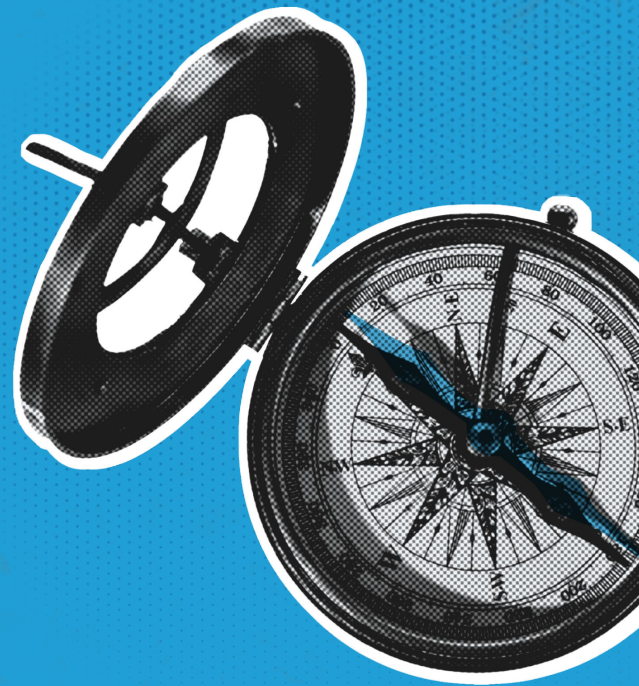
**B.O.L.D.**

Be **B**rave.



# Be Brave

Do it, and do it scared! Believe in yourself, trust your decision.



**The process of being Brave  
begins with your **mindset**,  
a set of beliefs that shape how you make  
sense of the world and yourself.**

# Step into a Limitless Mindset

## From a Limited Mindset



## To a Limitless Mindset

### INTERNAL - FOCUS

"I can **learn** and grow and **try hard** to **build my skills**"



### EXTERNAL-FOCUS

"I can **do and give** more / I have a talent I can offer to others"

### FINITE & GOAL-DRIVEN

"If I put in extra time or effort, I will **achieve my goal**"



### INFINITE & PURPOSE-DRIVEN

"I can do more / be more for or in service others. **Together** we can make a **difference**"

### HANDLING ADVERSITY

"I can **bounce back** from my mistakes. When I face a setback, I can **dig my way out**"



### RESILIENCY

"My mistakes **nurture my confidence & fuel my growth**. When I face a setback, I can **course-correct for a better future outcome**"

### REACTIVE

"I can react to any **situation**, make decisions, & **show strength** as a leader"



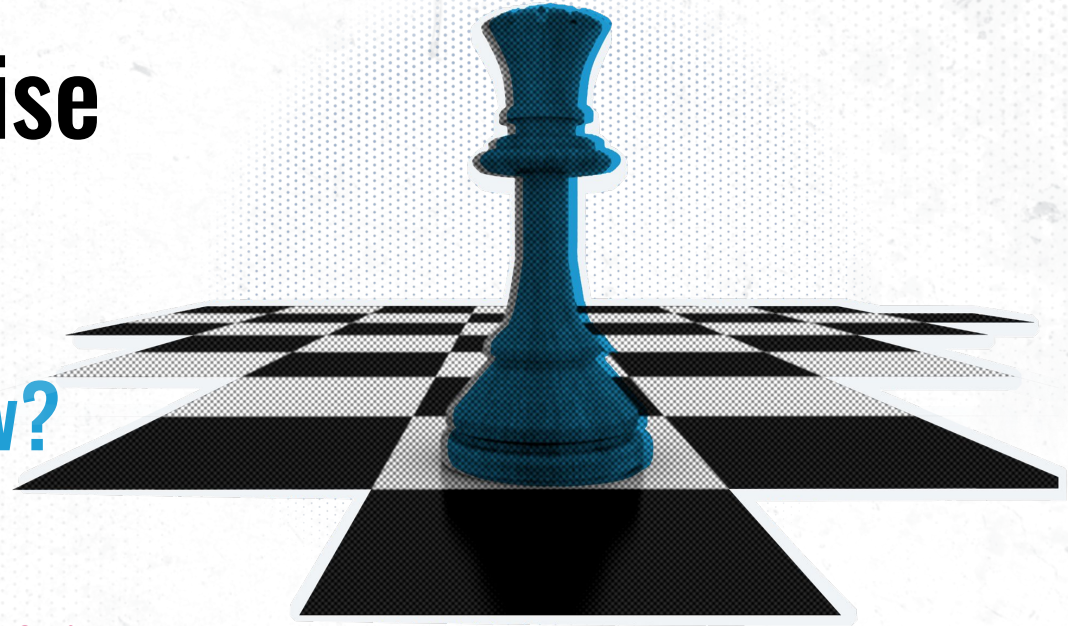
### RESPONSIVE

"I can **thoughtfully** and **intentionally adapt** my behavior to manage through any circumstance"



# Partner Exercise

What is your  
mindset right now?



Find a **NEW** partner and share your response (1 min per person).

B.O.L.D.

Be Outspoken.



**Be Outspoken**  
Own your truth & beliefs.





# Outspoken Leaders...



## Are

Expressive  
Transparent  
Assertive  
Inspiring  
Confident



## Are Not

Unengaged  
Unclear  
Passive  
Ordinary  
Uncertain



## Known For

Taking calculated risks  
Having difficult conversations  
Willing to accept responsibility  
Being comfortable with change



## Not Known For

Avoiding risk  
Avoiding conflict  
Unwilling to accept responsibility  
Avoiding disruption

# What should you speak up & out about?

Outspoken

Something that is deeply meaningful to me that I don't talk about enough is \_\_\_\_\_.

B  
R  
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R  
U

I could give a TED Talk tomorrow on \_\_\_\_\_.

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U

I want to be known by others for my values around \_\_\_\_\_.

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A  
K  
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H  
R  
U

I really enjoy sharing my passion for \_\_\_\_\_ with others.

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R  
E  
A  
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H  
R  
U

B.O.L.D.

Be Lucid.



# Be Lucid

Convey your ideas  
and plans clearly.



Others **experience** and create a **perception** of you based on your actions and your content.

# Lucid Leaders...



## Are

Direct  
Understandable  
Thoughtful  
Relevant



## Are Not

Evasive  
Confusing  
Trite  
Inappropriate



## Known For

Taking charge  
Having clear plans  
Good communication skills  
Team building



## Not Known For

Shunning responsibility  
Being Ambiguous  
Inarticulate  
Destructive





## Partner Exercise:

Share your response to these questions (2 min per person):

- Where does your content show up (online and IRL)?
- Is your content consistent with the leadership brand you want to create?
- What can you do be positively perceived by others?

B.O.L.D.

Be Distinct.

# Be Distinct

Cut through the noise.  
Live your best, unique life.





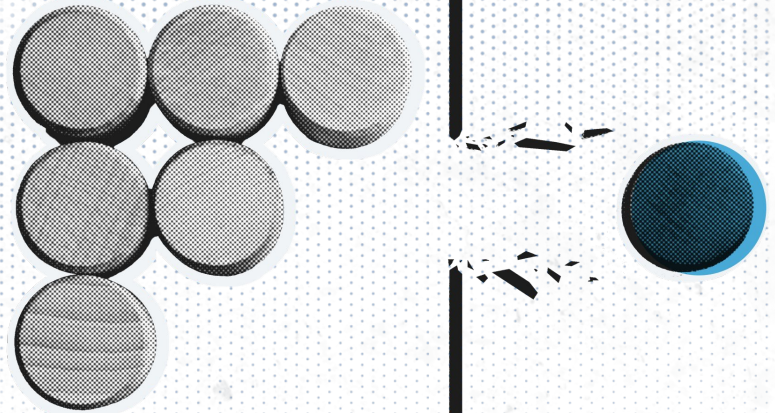
Enhance your **storytelling** skills, **tone of voice**, and **presence** to stand out and showcase what makes you distinctly **YOU** as a leader.

# Your Unique Story



# What's the role of your **unique story**?

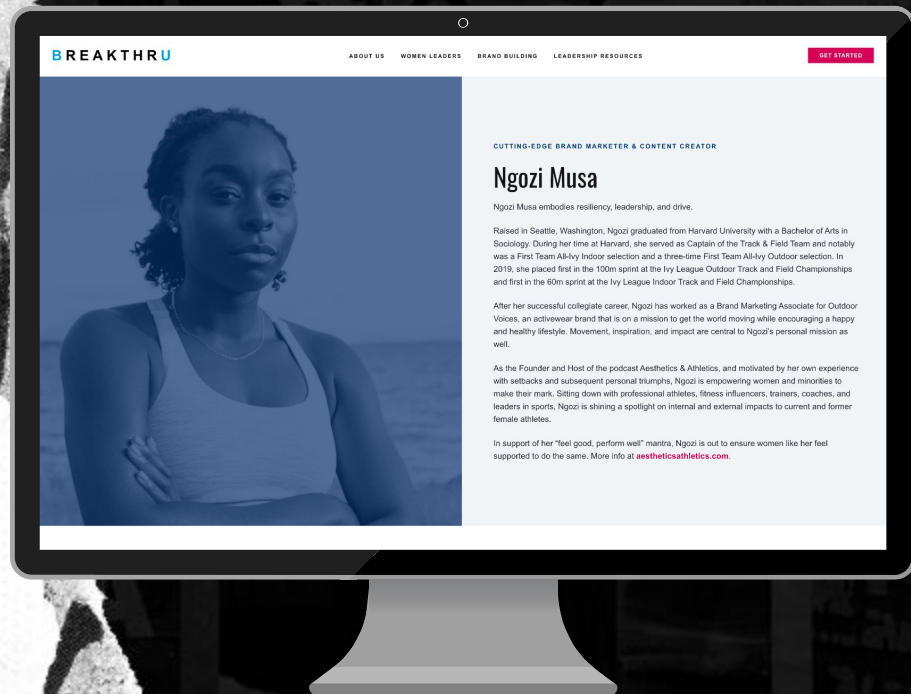
- More than just a bio or your resume
- Focused on your **capabilities**, not just your accomplishments or accolades
- Reflects **Who** you are and includes your **Why**
- Creates an **emotional connection** with your audience





# How does your unique story **come to life?**

- When you introduce yourself to others
- How you come off to the media
- In your tagline(s) and in what you post on your social channels
- Interviews for jobs/internships





# Self-Reflection Exercise:

**Journal/list out your response  
to the following:**

- **What have been the key “Milestone Marker” moments of your life (big moves, big decisions, big changes, big events, big accomplishments, etc.)?**

# What does B.O.L.D Leadership look like?

## Have Courage

Ability to make tough decisions and take bold actions in the face of uncertainty, risk, or opposition.

## Stand up based on your values

With clarity on your purpose, mission, and vision, it's easier to be assertive and take action.

## Speak up based your beliefs

A willingness to take a stand and advocate, even in situations where others remain silent.

## Communicate clearly

Express opinions frankly and directly, without hesitation or reservation.

## Be intentional, not just loud

Communicating directly & clearly, not expressing yourself to draw or seek attention.



# How to begin to **BREAKTHRU**

# Call to Action: Begin to build your **BREAKTHRU** Brand

## Be **intentional**

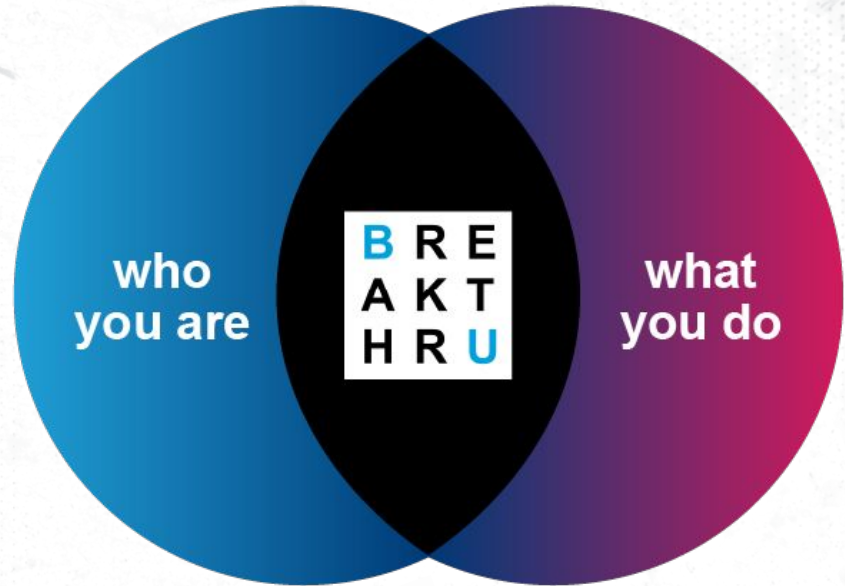
Build a leadership brand you want others to perceive & experience.

## Be **confident**

Let your brand inspire & drive your decisions, words, and actions.

## Be **BOLD**

Push yourself to be Brave, Outspoken, Lucid, and Distinct.



**Be You. BREAKTHRU.**

# What's Next?



# Take Home Exercise to begin to Identify Your Purpose



## Define Your Purpose

Your purpose is the reason you get up each day. To define your purpose, answer the following questions to uncover your own key drivers.

Name:  Date:

What are you passionate about?

When are you at your best?

Who do you care about?

What impact do you want to create?



Start developing your **Personal Purpose Statement**, then begin to build your own **Brand Playbook** to more intentionally and strategically guide your decisions, words, and actions as a leader.



Practice and perfect your elevator pitch



Update your digital presence – everywhere



Read our ebook on a Limitless Mindset



Manage your personal social media based on what you care about and the positive brand perception you want to create

### My Purpose Statement

I want to

for

through

# We are here to help guide you!

- ✓ Access free learning resources and self-reflection materials on our site.
- ✓ Follow us on social.
- ✓ Schedule an Exploratory/Coaching Call with BREAKTHRU Brands.

Visit [www.breakthrubrands.com](http://www.breakthrubrands.com)



Email [laura@breakthrubrands.com](mailto:laura@breakthrubrands.com)  
to schedule a 15-minute Zoom



The background is a dense, light-colored collage of torn paper. It features various letters, words, and symbols in different fonts and sizes, some appearing to be cut out from other documents. The overall aesthetic is busy and layered, with a focus on typography.

**BELIEVE IN  
YOURSELF.**



# Q & A



# Thank You!

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**Let's Connect!**

