**Anthem Builder**

**Objective:**

●      Build or validate your Anthem.

●      Get hands on Anthem Building coaching practice.

**Activity #1 Craft your Anthem: Total Time 30-35 mins**

**Break out into assigned pairs.**

○      1 Person = Client   +   1 Person = FCA.

○      Take turns to coach building an Anthem.

○      Anthem building (15 mins) + FCA coaching feedback (2 mins), then switch.

Coaching Options:

**A)**   **Build an Anthem**

Complete Anthem Builder Worksheet Page 11-14

**B)**    **Validate an Anthem**

Review your top specialty adjectives.

Select 3 and reflect on how you`ve successfully demonstrated these.

or

Peak Performance – Share a story demonstrating your Anthem in action. Page 9

or

Ask 3-5 of any of the Anthem Power Builder Questions: Page 4 - 8

**Support Material**

●      Bring your Anthem

●      FCA Participant Workbook

●      Fascinate Advantage Assessment

**Complete one of these Anthem Statements:**

“My highest distinct value is my ability to deliver [your Anthem] .”

“If you need someone who delivers [your Anthem], I can help.”

“Even when things get tough, I promise to give [your Anthem].”

**Anthems (write your Anthem below)**

**Ellen Ericson**

**Guido Walter**

**Independent Mindset - Extraordinary Results**

**Janelle Gerrard**

**Michael Wessels: Inspired Action | Expert Solutions | Expert Strategies**

**Robyn Mather**

**Illuminating Leadership**

**Tina Bonnevie**

**Gagan Sarkaria: Exemplary Results (what I had first) to Ambitious Clarity (after the activity today)**

**Aha-moment:**

**Know Your Value: Ambitious Clarity**

**Adding Your Value: Deliver Exemplary Results**

**Conveying Your Value: Brand Statemen**

Gagan: With my **Ambitious Clarity**, I offer High Achievement Wellness and Business Coaching to determined professionals so they can unfold their success to mesmerize, magnetize and monetize their passion.

With ambitious clarity, I coach entrepreneurs transform their lives from pain into prosperity and achieve extraordinary success!

**Tony Awcock**

**Purposeful results**

**Activity #2 Perfect your Anthem: Total Time 40 mins**

Objective: Understand the different ways your Anthem will apply to business and life:

* Use FIVE QUESTIONS to help perfect your Anthem on page 10 to think more

tangibly and meaningfully about your Anthem.

* You have 40 mins for the whole activity. 20 mins each for Perfect your Anthem coaching practice.

I help (ideal client) who (pain point) have (your anthem) so that (benefit).

Example:

Katrina:

I help creative entrepreneurs who have lots of ideas and struggle to execute the details and logistics. In my distinct value I deliver fine tuned efficiency to push their brand forward and focus their time and energy on high value tasks.

Finka:

I help ambitious introverted women professionals who go overlooked, undervalued and misunderstood in corporate environments have a breakthrough transformation in their career so that they can be seen as a leader with influence and impact.

Tony:

I bring results with purpose to achieve breakthrough that enables individuals, teams and organisations to learn, grow and change.

Janelle:

I deliver boldly confident unique design and branding solutions that transforms the boring to extraordinary and adds sustained value to my clients business.

Guido

~~I am the Provocateur. Through my independent mindset, I help successful business people who are experiencing major challenges to drill to the core of what is standing in their way to~~

~~deliver extraordinary results. My expertise lies in my ability to help people find inner strength and inspiration.~~

I am the Provocateur who helps successful business people who are experiencing major challenges to get to the core of what is standing in their way of delivering extraordinary results. My expertise lies in my ability to help people find their Independent Mindset of strength and purpose.

I help successful business people who are experiencing major challenges to get to the core of what is standing in their way of delivering extraordinary results. My expertise lies in my ability to help people find their Independent Mindset of strength and purpose.

From Ellen to Guido: help clients who are encountering roadblocks achieve clarity and a shift in mindset. “help clients who are struggling to persevere” Clarity of mindset. “help clients move forward” excellent.

Guido’s no nonsense unconventional unpredictable approach delivers cut through results… just a few words that could help,

Clarity of Mind

Robyn

I help forward-thinking business women who struggle to identify a clear business strategy to uncover their authentic style of illuminating leadership so they can build a thriving and profitable business. “who struggle to uncover their signature style of leadership” Brand Magic

**Ellen**

I deliver a sustainable shift for executives stifled in their leadership style achieve purpose, fulfillment and personal legacy.

**Tine**

I challenge fast-moving consumer goods clients seeking expertise in executive search and leadership development with forward thinking ideas and high quality solutions in today’s rapidly changing environment.

Gagan: With my **Ambitious Clarity**, I offer High Achievement Wellness and Business Coaching to determined professionals so they can unfold their success to mesmerize, magnetize and monetize their passion.

With ambitious clarity, I coach entrepreneurs transform their lives from pain into prosperity and achieve extraordinary success!

I like “determined” professionals vs. focused.

Michael:

I provide expert strategies for Sales Professionals who want to stand out with their customers and become more of who they are.