

1:1 COACHING WITH THE COACHING GROUP

Defining Your Personal Brand

Clarify how you show up at work so your impact aligns with your goals. Practical steps to refine your professional presence.

WHY THIS MATTERS

Perception Is Already Happening

Whether you've deliberately shaped it or not, people already have a read on how you show up, your reputation, your presence, your impact. The only question is whether it's intentional or accidental.

A strong personal brand isn't about self-promotion. It's about making sure the way you show up actually reflects the value you bring and the goals you're working toward.

Left undefined, your professional presence gets shaped by other people's assumptions, a single meeting, an offhand comment, a role you've outgrown. Defined deliberately, it becomes an asset you can actually use.

THE CORE IDEA

You don't get to choose whether you have a personal brand. You only get to choose whether you're the one shaping it.

HOW IT WORKS

Clarity, Then Alignment

This isn't a branding exercise or a set of talking points. It's a structured process to get honest about how you show up and adjust it on purpose.

THE SHIFT

1. We get clear on how you're currently perceived, and where that perception helps or hurts your goals.
2. We define the specific presence you want to bring, one that's authentic and aligned with where you're headed.
3. We build practical habits that shift how you show up, in meetings, in writing, in the moments that actually get noticed.

The goal isn't to become someone else. It's to make sure the version of you that shows up is the one you intend.

IS THIS YOU

Built for Professionals at an Inflection Point

This works best for professionals whose next step depends on how they're perceived, not just what they've accomplished.

The Overlooked High Performer

Your results are strong, but you're not getting the visibility or opportunities to match.

The Recently Promoted Leader

You've stepped into a bigger role, and your presence hasn't caught up to the title yet.

The Career Pivot

You're moving into a new industry or function and need to redefine how you're seen.

COMMON QUESTIONS

Before You Begin

A few things professionals usually want to know before they start.

"Isn't this just about self-promotion?"

No. This is about alignment, making sure how you show up actually reflects the value you bring, not manufacturing an image.

"What if I don't like talking about myself?"

Good. The strongest personal brands are built on consistency and clarity, not self-promotion.

"How fast will this show results?"

You'll notice shifts in how you carry yourself almost immediately. How others respond takes a bit longer, and we track that too.

THE DETAILS

What's Included

Everything here is built to translate into how you actually show up, not just how you talk about yourself.

STRUCTURED 1:1 SESSIONS

Coaching focused on how you show up and the specific goals it needs to align with.

BETWEEN-SESSION SUPPORT

Feedback and accountability as you put new habits into practice in real situations.

BEFORE YOU BEGIN

Get Clear Before We Talk

Take a minute before your discovery call to get clear on why you're here.

HOW I THINK I'M CURRENTLY PERCEIVED

THE GAP BETWEEN THAT AND MY GOALS

NOTES

Show Up On Purpose

Defining Your Personal Brand is built for professionals ready to make sure their presence works as hard as their results do. If you're ready to start, let's talk.

[Book Your Discovery Call →](#)

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