



## The 'Known For, Seen As' Exercise

*This exercise is partly about what people say about you now, but it is even more about what you WANT people to be saying about you; if they are not yet saying these things, that points to the fact that YOU need to say them more in order to help 'educate' people what to say about you.*

**What this exercise does:** It will help you get clarity on **what to talk about** and **how to 'show up'** in all environments so that you are consistently speaking from your message and relating to people in an authentic way that creates the impression you want to leave them with.

**Why do this?** To build your expert status, and establish how to 'be' in order to attract a crowd of fans of you, your work and also get your message 'out'.

**How to do this exercise:** Set aside 10 – 15 minutes. First, think about how you want to be talked about, what you want to be known for and what impact and impression you want to have on people you connect with or come into contact with. Consider how you'd like to be perceived and received, how you'd like people to feel about you and describe what being with you is like. Imagine if you were the proverbial 'fly on the wall' of a room you'd just left, what would you hear? What would you want people to be saying about you? What words would be the ones that should be leaving peoples' mouths to describe what you do?

There are 3 categories to think about:

**Actual:** what you are CURRENTLY Known For and Seen As – use this area to note how things are right now.

**Aspirational:** what you WANT to be Known For and Seen As – use this area to stretch yourself into your vision

**Never:** what you would NEVER want to be Known For or Seen As – use this to set out your values and temper your message

**A note about the exercise:** sometimes the sides overlap and that's complete ok. Think about it this way. "Known For" is what you are likely to end up TALKING about with people. "Seen As" is more about how you show up, behave and act when with people. Don't get too hung up about doing it 'right'. The words are more about how you can resonate with them.

Once you have the lists completed, you can actually use them as 'recipes' – helping you to say what you need to say in order to be Known For what you want people to think of you, and as a way to live up to and into how you show up for the Seen As list.

See below for some examples to get you started.



**Known for** = what impact do you want people to know about that you help to bring about, what is your expertise?

This first column is all about your expertise and what you are known for – what you can help people do, how you contribute to people and/or the world, the **impact** you are making and creating. It's about your credibility, your reputation and the results you've created for yourself or others and the creations you've made and what they contribute to.

KNOWN FOR is about **WHAT** you might help people with or what your expertise is, some examples:

"She knows everything there is about changing people's mind sets"

"He is the best person to go to for Business Analysis"

"They are experts in crafting an authentic brand"

"Never knowingly undersold"

"She's the creator of the XYZ method"

"He's helped 1700 businesses raise the funds they need to grow to the next level in the last 2 years"

*A good way to think about this section is to think about the way people describe what you do to others – if someone was to introduce you to a prospective new partner, client or even friend, what is it you would most like them to say about you?*

**Seen As** = what impression do you want to leave people with on meeting or experiencing you, what is your personality?

This column is all about what you want to be seen as... how you come across to everyone, the **impression** you leave on people, how you leave them feeling about you, and how you 'show up' in a room. SEEN AS is more about **HOW** you do that and what people are left feeling or experiencing in the wake of meeting you. Some examples:

"She's so warm and friendly"

"He's so generous with his knowledge"

"They are always efficient and supportive"

"She's always smiling, and has a good word for everyone"

"I always come away enthused and inspired when I've spoken to him"

"she has a way of helping you understand complex things really easily!"

"I always walk away feeling clear about everything"

"He has a nonsense down to earth approach"

"She's tough and fair, and pushes you hard"

*A good way to think about this part of the exercise is the words you want people to be using to describe what being with you is like, and how you operate.*