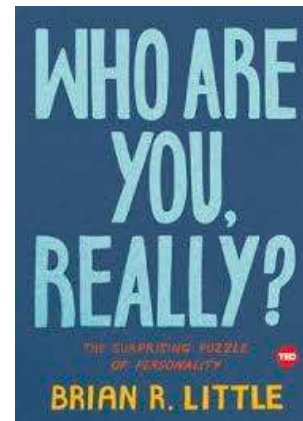
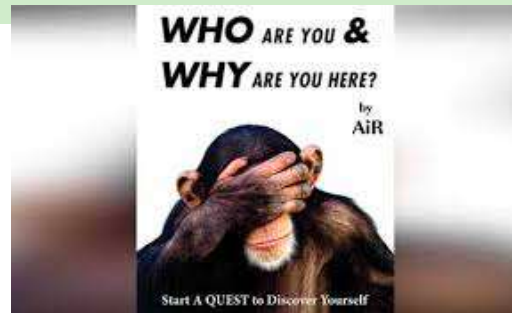


Building Our Future Self



Bob Galen
Agile Coach
Vaco

Personal Branding – Who are you?



What is your brand?

- Where are you going?
- What are your goals?
- **If I were to ask a colleague about you...what would they say?**

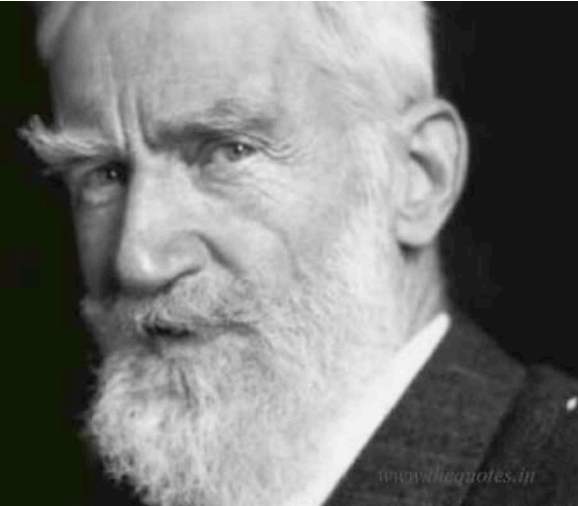


What is your inspiration?

- Often a triggering event or an epiphany
- What is your Inspiration?
 - Find it...
- Where do you go when there are challenges?

Life isn't about finding yourself.
Life is about creating yourself.

George Bernard Shaw



Your...WHY?

Your True North



Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



SOURCE: dreamstime

TORONTO STAR GRAPHIC

QUIETLY,
Close your eyes
and...

Superpower

- What is your Super Power?
- Value proposition
 - Imposter Syndrome

QUIETLY,
Close your eyes
and...



<https://www.youtube.com/watch?v=zNBmHXS3A6I>

Setting Goals

- WEAVE all of that into your Branding BHAG
- Develop a persona for your future self
- Create your roadmap of steps taken **one at a time**

QUIETLY,
Close your eyes
and...



5 tries...

Try, try, try, and keep on trying is
the rule that must be followed to
become an expert in anything.

W. Clement Stone

quote fancy

Try public speaking

- Local groups
- Where's your passion?
- Find your unique voice & style
- Share your stories;
Become a Story-teller



Try journaling

- Idea capture
- Story capture
- Meaningful moments
- Failures & successes
- Envision your future

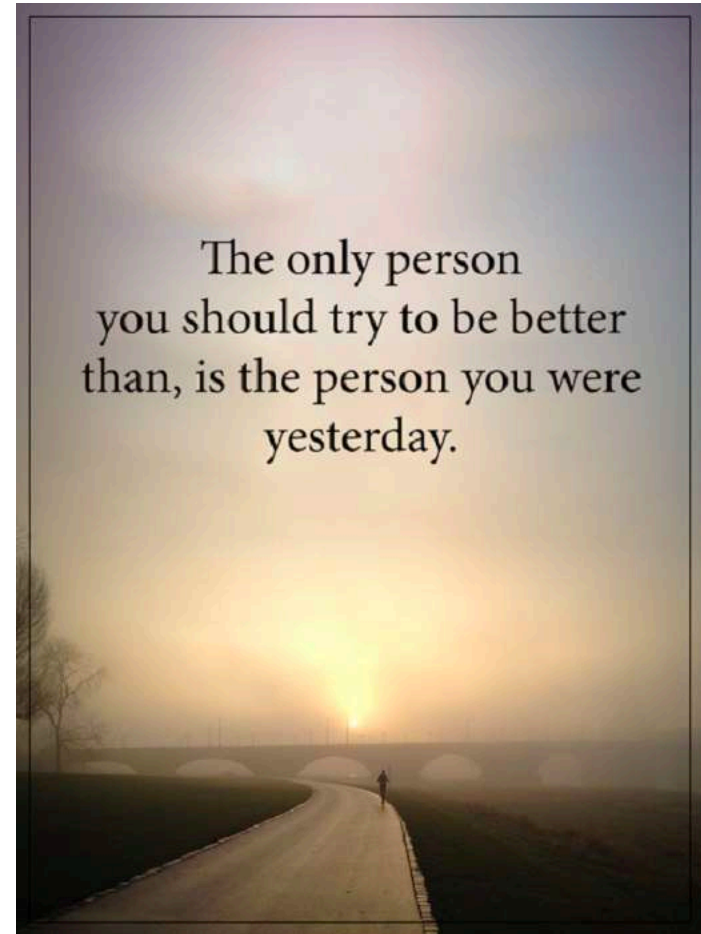
**EVERY
ACCOMPLISHMENT
STARTS WITH THE
DECISION TO TRY.**

Hack the Entrepreneur

<https://www.agile-moose.com/blog/2019/6/23/journaling-how-to-get-started>

Try writing

- 300-500 word snippets
 - Tempo matters
 - It takes time...
- Ask for & Receive feedback...really receive it!



<https://www.agile-moose.com/blog/2019/7/6/bob-on-writing-part-1>

Try being social

- LinkedIn, Twitter, etc.
 - Blogging
 - Podcasting
- Be a “guest”, pair
 - X-post

"Our Greatest Weakness
Lies In Giving Up. The
Most Certain Way To
Succeed Is Always To
Try Just One More
Time."

- Thomas A. Edison

<https://www.meta-cast.com/>

Try networking

- Local professional groups & Meetups
- Local conferences
- Always networking!
- Prepare your brand elevator pitch
- Sometimes you have to be the ignition!



<https://www.meetup.com/RTP-ALN-Chapter/>

Dogged Determination

But in the end...

There is **DO**

Or

DO NOT

There is **NO TRY!**



Final Thoughts...



Find a Mentor and Role models



- Find a mentor /
Be a mentor
- Look for role
models
- **ASK!**
- **Pay it forward**

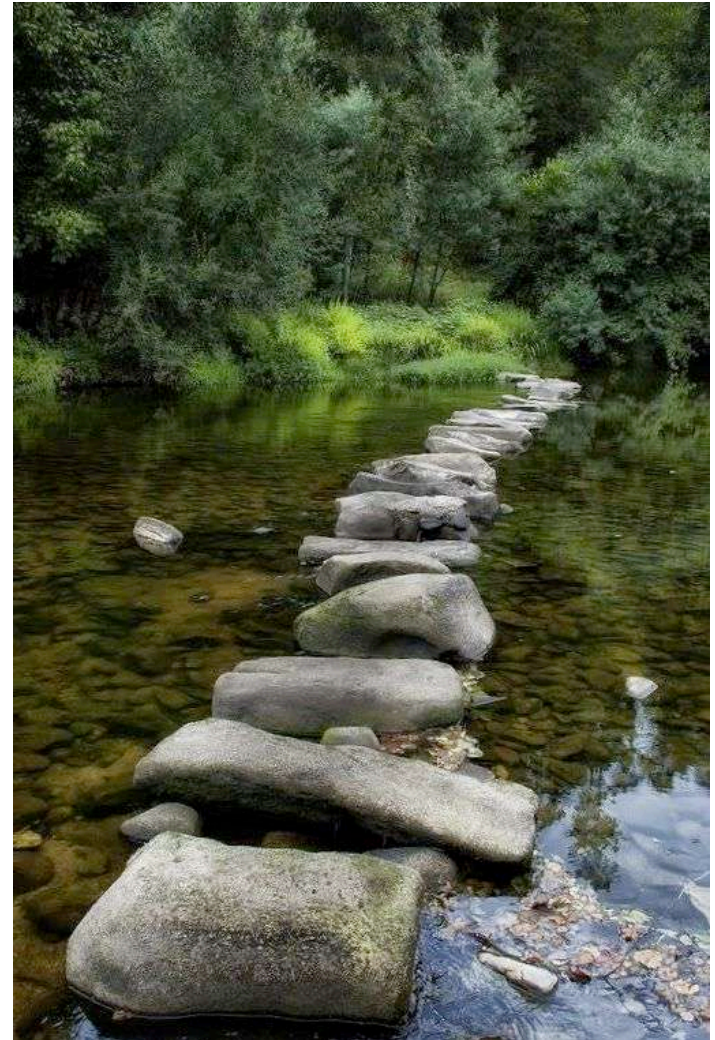


Role models



Get a Coach

- **Be coachable / Be a Coach**
- Truth-telling
- Helping guide your journey
- Multiple stances; Be a Mirror
- **Asking the "right" questions**



Be Authentic

- **Inside out job**
- Vulnerable
- Be true to yourself
- Develop your own style
- **Be...YOU!**



What is your Legacy?

- Focus on your legacy provides direction, and intent
- **Breadcrumbs**
- What will be YOUR legacy?
- **And what will they say when you're not around?**



<https://www.agile-moose.com/blog/2019/4/7/what-is-your-legacy>

Parting advice...

Empty your Cup

QUIETLY,

Close your eyes
and empty your
cup...

Open your eyes
and share your
ideas for your
brand, your future
self with a
neighbor.



In order to taste my cup of water, you must first empty your cup. My friend, drop all of your preconceived and fixed ideas and be neutral. Do you know why this cup is useful? Because it is empty

-Bruce Lee-

Parting advice...

- I believe it's crucial to consider your brand

- ❑ Focus
- ❑ Direction
- ❑ Growth
- ❑ Clarity
- ❑ Motivation



- Focus on:

- ❑ Walking your talk
- ❑ Other people telling your story
- ❑ Legacy...you ARE what you leave behind

- JOY of just being You!

Thank You!

“The question is: who are YOU?”



BOB GALEN



BOB GALEN

BGALEN@VACO.COM



Principle Agile Coach at Vaco Agile in Raleigh, NC

Agile Trainer & Coach at RGalen CG

- Somewhere “north” of 30 years experience
- Wide variety of technical stacks and business domains
- Roots of a software developer
- Senior/Executive software development leadership for 20+ years
- Agile “Coach of Coaches” and Leaders
- Deep XP, Lean, Scrum, and Kanban experience since late 1990’s
- From Cary, North Carolina; husband, father, grandfather, and dog lover

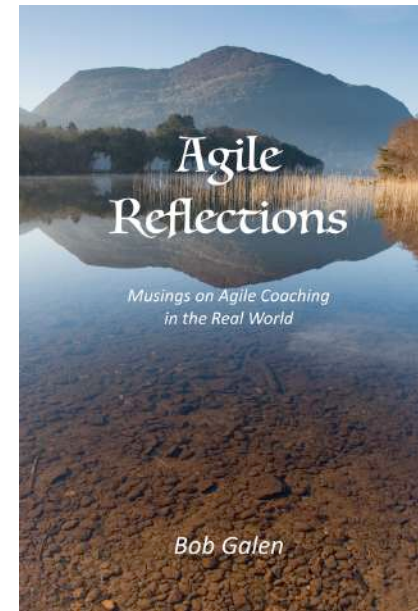
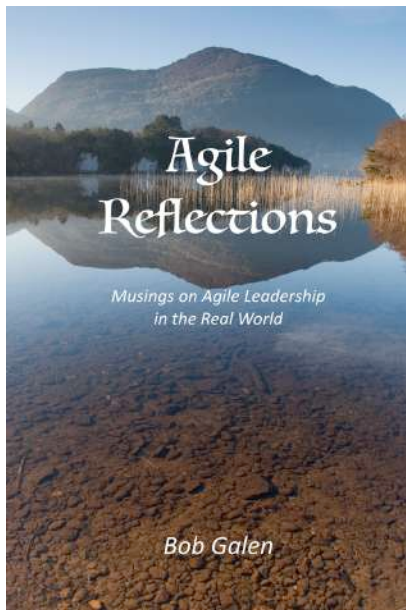


Agile Leadership & Coaching

PDF eBooks, free copies

<https://leanpub.com/agilereflectionsforagileleaders>

<https://leanpub.com/agilereflectionsforagilecoaches>



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Podcast on all things 'agile' -
<http://www.meta-cast.com/>

