THE MENTORSHIP
BOARDROOM

MODULE 2/10

BRAND YOU

WORKBOOK 2



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LESSON 1: THE UNCOMFORTABLE TRUTH

PURPOSE OF THIS LESSON
To define how markets decide whether you are low-risk, high-value, and promotable.

You are not operating in a neutral environment.
You are operating in a marketplace of attention and trust.

Opportunities are controlled by people.
And people simplify.

If they cannot describe your value in one sentence, you become:

- A risk to promote
- A risk to fund
- A risk to hire
- A risk to pay premium fees

Not because you lack talent.
But because you lack clarity.

You must be known for something.
Otherwise history will not remember you. Neither will the present.

CORE PRINCIPLE
Brand You = The shortcut people use to trust you.
Your positioning is the sentence that travels when you are not in the room.

REFLECTION & WRITE-IN
1. If a decision-maker had to describe my value in one sentence today, what would they say?

_____

_____
2. Is that description strong enough to reduce doubt? Yes /No_____

3. What do I want that sentence to be instead?

_____

_____

LESSON 2: POSITIONING IS A BUSINESS DECISION

A personal brand is not personality. It is positioning.

Your brand is the decision people make about you:

- “Give them the project.”
- “Don’t give them the project.”
- “They’re ready.”
- “They’re not ready.”
- “Pay them.”
- “Refer them.”
- “Fund them.”
- “Invite them into the room.”

Positioning has one job:
Reduce doubt.

Visibility without execution is noise.
Execution without visibility is invisible.

The goal is not to be seen.
The goal is to be seen as:

- Safe (low-risk)
- Valuable (high impact)
- Dependable (repeatable delivery)

Anyone can be a shooting star.
Elevation is a pattern people can bet on.

CORE FORMULA

- Positioning = Repeatable Promise + Proof

REFLECTION & WRITE-IN

1. Right now, the market sees me as:

_____

_____

2. I want the market to see me as:

_____

_____

3. The gap between these two is my work.

_____

_____

LESSON 3: THE POSITIONING STATEMENT FRAMEWORK (C.P.S.)

Your Corporate Positioning Statement (C.P.S.) has 5 components:

1. Lane – What you are building your name around
2. Stakeholder – Who benefits
3. Outcome – What changes because of you
4. Proof – Evidence
5. Signal – How you consistently show up

The sentence is your positioning.
The system behind it makes it believable.

Step 1: Choose Your Lane (Clarity)
High-impact leaders are deliberate specialists.

Weak lane:
“I’m good at strategy.”

Strong lane examples:
“I turn chaos projects into clean delivery.”
“I simplify complex data into decisions.”
“I drive alignment in contested environments.”
“I build scalable operating rhythms.”

If 50 people could say it, it is not a lane.

Write Your Lane (7 words or less)

- Entrepreneurs: Category + promise
- Executives: Business outcome + complexity
- Experts: Problem + method

_____

_____

Step 2: Name Your Stakeholders (Connections)
Value is relational.

Who wins because you exist?

- CEO / Board
- Customers
- Investors
- Regulators
- Teams
- Partners
- Community

WRITE

My primary stakeholder is: _____

They care most about:

Time / Money / Risk / Trust / Growth / Other: _____

Step 3: Define The Outcome (Competence)
Outcome is measurable change.

Examples:

- Reduced cycle time
- Improved margin
- Less risk exposure
- Higher adoption
- Increased conversion
- Stronger governance

You cannot brand around incompetence.
There is no substitute for capability.

WRITE

Because of my work, _____ improves by _____

Step 4: Add proof (Credibility)
Credibility = Your say–do ratio.

Positioning is not what you declare.
It is what you consistently execute.

Your Proof Portfolio should include:

- 1 metric (before → after)
- 1 executive/client quote
- 1 turnaround story
- 1 repeated pattern (done 3+ times)

WRITE 5 PROOF BULLETS

1. _____
2. _____
3. _____
4. _____
5. _____

Step 5: Define your Signal (Cover + Congruence)
Signal is what people consistently experience when dealing with you.

It shows up in:
- Energy in meetings
- Clarity in updates
- Calm under pressure
- Decisiveness
- Conflict style
- How you treat people

Senior leaders don’t ask about scores.

They ask:
“Can I trust them with something big?”

CHOOSE 3 SIGNAL WORDS

Calm / Precise / Decisive / Thoughtful / Sharp / Reliable / Bold / Human / Structured / Other: _____

1. _____
2. _____
3. _____

Now write the behaviours that prove them.
- _____
- _____
- _____

LESSON 4: STRATEGIC POSITIONING — THE 4 MOVES

Positioning is not a LinkedIn sentence.
It is a repeatable system.

MOVE 1: PICK THE RIGHT BATTLES

Busy work builds activity.
Strategic work builds positioning.

Ask:
- Where is money leaking?
- Where is risk growing?
- Where is trust fragile?
- Where is time being wasted?
- What keeps decision-makers awake?

Entrepreneurs: revenue, retention, distribution
Executives: risk, cost, reputation, growth
Experts: premium problems (expensive, urgent, high-stakes)

WRITE

The battle I should be fighting this quarter is: _____

MOVE 2: PACKAGE YOUR PROOF

People do not buy effort.
They buy evidence.

Build a visible Proof Portfolio:

- 3 wins with metrics
- 2 stakeholder endorsements
- 1 turnaround story
- 1 signature strength

WRITE

My signature strength is: _____

MOVE 3: OWN DECISION ROOMS

There are 3 types of rooms:

- Delivery rooms
- Decision rooms
- Narrative rooms

You must deliver in Room 1.
You must be visible in Rooms 2 and 3.

WRITE

This month, I will create one visibility moment by: _____

MOVE 4: BUILD SUSTAINABILITY

One win is impressive.
Repeatability is promotable.

Sustainability requires:

- Systems
- Consistency
- Courage
- Review

Goals without systems decay.
Reviewed execution compounds.

LESSON 5: MINI-SCRIPTS FOR EXECUTIVE PRESENCE

Script 1: 20-Second Executive Intro

“I focus on [lane], helping [stakeholder] achieve [outcome]. Recently I delivered [proof], and I’m building a repeatable approach to do that consistently.”

Write yours:

_____

_____

Script 2: Elevated Status Update

Decision required: _____
Impact: _____
Risk: _____
Next step by (date): _____

Script 3: Stretch Ask
“I’d like to be considered for [opportunity] because it aligns with the lane I’m building: [lane]. My proof so far is [proof]. What would make me undeniable for this in the next [timeframe]?”

Write yours:

_____
_____

LESSON 6: THE 7 CS – YOUR BRAND OPERATING MODEL

C1: Clarity
My lane is: _____

C2: Credibility
My say-do ratio is protected by: _____

C3: Competence
My skill edge is: _____

C4: Cover (Signal)
How I show up before I speak: _____

C5: Connections
Power / Peers / Proteges – Who are mine?
_____

C6: Congruence
Do my values match my behaviour under pressure?
Yes / No

C7: Commercialization
My brand produces value through: Offer / Mandate / Fees / Scope
_____

TASKS - EXECUTE THIS MONTH

In the next 7 days:

1. Write your C.P.S.
2. Collect 3 proof assets.
3. Identify 5 stakeholders influencing your next opportunity.
4. Create 1 visibility moment tied to delivery.
5. Choose 1 strategic battle worth fighting this quarter.

Because being known for something does not happen by accident.

It is designed.
Then defended with discipline.

“You must be known for something. Otherwise history will not remember you... and neither will the present.”

Yolanda Cuba

ADDITIONAL REOURCES

Yolanda Cuba MentorGPT



I build decisive leaders – not followers.
This is your thinking partner: it challenges how you decide, not what to think.

Use it to:

- Challenge assumptions with first-principles prompts
- Stress-test choices before you commit
- Clarify priorities when trade-offs bite

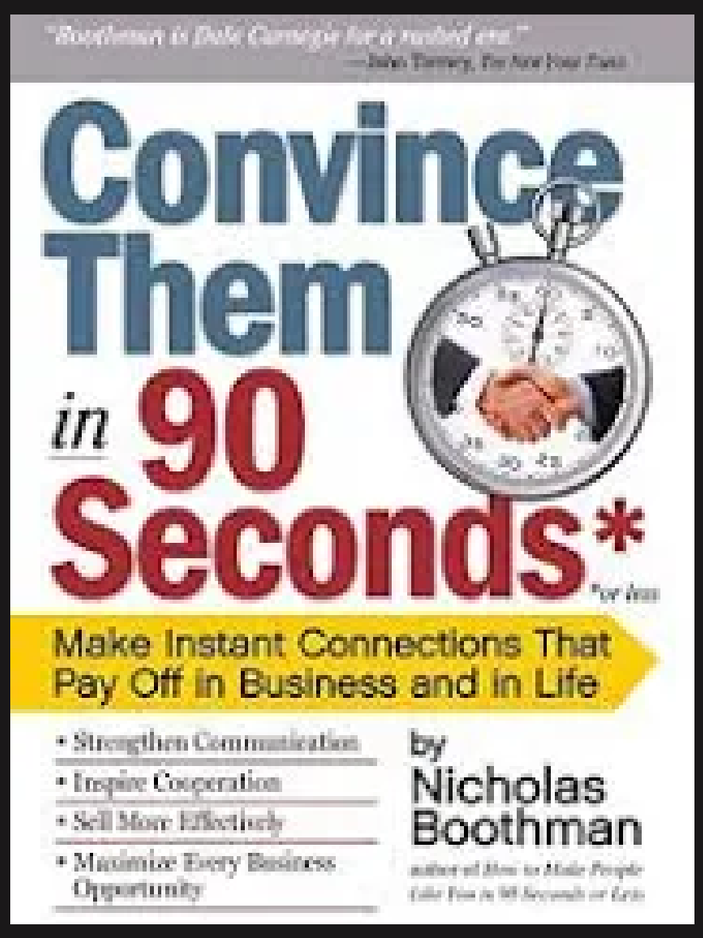
What it's not: motivation.
It's a space to slow down, raise your standards, and tighten execution – with people-first judgment and calculated risk at the core.

Lead sharper. Decide better. Execute consistently.

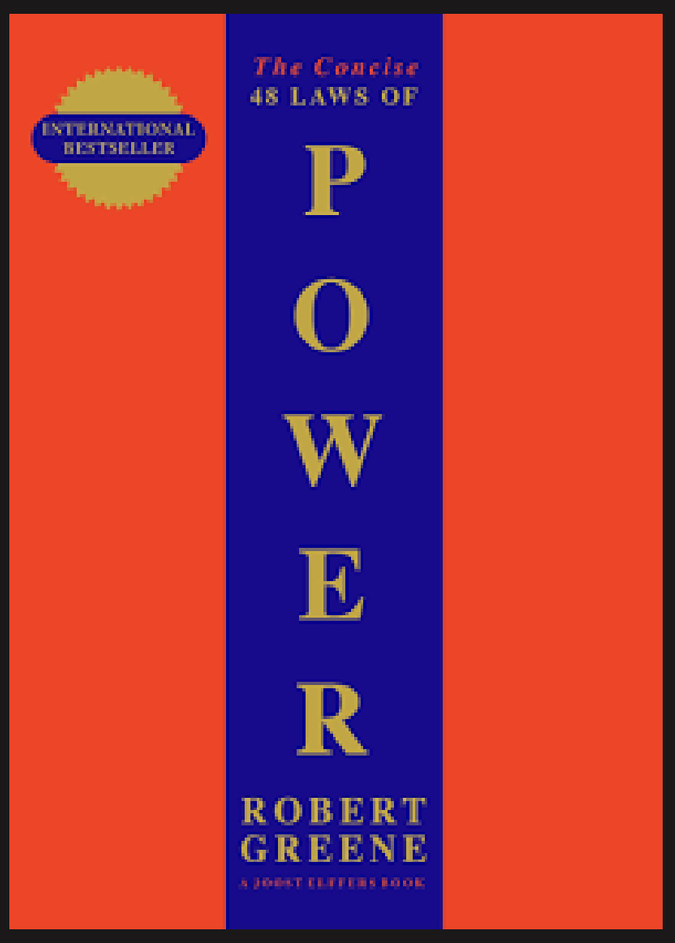
Access the Yolanda Cuba MentorGPT here.

BONUS READING

Reading doesn't build your brand. Execution does.
Choose depth over volume.
Take one idea per chapter and turn it into visible action within a week.



Convince Them in 90 Seconds – for becoming the kind of communicator whose ideas get adopted, funded, and backed.



The 48 Laws of Power – for building political intelligence and protecting your reputation in high-stakes environments.

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