

# The Blueprint Imperative 11 Final Day! Feb. 20, 2023

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## Transcript

Good morning, everyone. Happy Monday. Thank you so much for being here. We are at the start of another week already. It is almost the end of February. How's everybody doing? I hope you had a fantastic weekend and that you are feeling good and ready and just in a place where you're ready to take on all things that today is going to bring to you. So let's get started. If there's anybody new in the room or new to the stream and you've never been here before, let me introduce myself to you. My name is Kim Blue. I am a career coach and strategist. I have spent a lot of my career over 15 years doing work in HR and in leadership development and coaching. And so this is the blueprint. I get to come and have a conversation with you all three times a week.

And it's really all about making sure that you can be the boss of your own blueprint. And so what that means is that everybody should have access to all of the knowledge, skills, capabilities, and resources so that you can do three things, right? You can operate at your highest potential. You can show up as your most authentic self, and you can add value to the work that you own or are responsible for. And sometimes that work includes people. It can include just different environments that you're in. All of that is really, really why we're here. And the whole point is to have a conversation about how we do this better, faster, stronger, but most importantly, together, supported, and ensuring that we are learning, right?

In safe space, we can have open conversation among those who are all aspiring to do the best that we can every day. So that's why we're here. That is who I am. So shout out to everybody who's already in the chat. I see folks greeting each other, saying good morning. So I'm gonna address everyone in just a moment. Shout out to the workers, lurkers, and commuters. Keep doing your thing. I absolutely understand if you are preparing and you are listening. If you are listening, make sure you have your notebooks ready so that you can capture all the Kim Jims and the other dope things that are said and discussed during our conversation. Absolutely no need to come into the thread unless you want to.

Virtual head nod and cheers to you this morning for sure. So thank you for being here. I appreciate all the love and good energy. Let's see who's with us this morning. While we jump in, Mr. Christie, good morning to my mind boss, extraordinary. Nice to see you as always. Ladies and gentlemen, Mr. Christie was in here before I got in here,

doing all of the work behind the scenes. She is just fantastic and has been a tremendous partner on this journey. So shout out to you. Good morning, Tawana. Nice to see you, Rebel. Good morning, Queen. Nice to see you. Thank you so much for being here. I appreciate you. Indeed, my lot journey. Good morning. Nice to see you, everybody. Quick little announcement. My lot journey has been decidedly and dedicated to ensuring all types of support for the Blueprint, those beautiful slides that you see. Not only is she the curator and the designer of those, but she is a thought partner to me on the creative side as well of this. So this has very much been some learning for her. So she's now going to be modding for the blueprints. We've got two mods in this space who are helping ensure that not only is the information that we are sharing available to you, right, but that we continue, we can continue to show love and make sure that this community is all engaged.

So I'm excited to share that with you, that we've added her into the, into the blueprint, right. And the community is going to continue to grow and evolve. So I'm excited for her and whatever, whatever this means for us, right, we're going to be able to take it to the next level because we've got good people among us. So excited about that. You smiley. Good morning, queen. Nice to see you. Big stove. Nice to see you. If you are not following big stove, please do so. You will not be disappointed. He always has good energy, good vibes in his face. The same with the rebel Inc. If you are not following the rebel, please do so. It is never a boring or dull time. It is always entertainment. What Rebel brings to the table is this gift of laughter and the ability to just connect and be yourself in the space among other good people. So give Big Stove and Rebel a follow if you're not doing that. You won't be disappointed for sure. Who else is with this DJ purpose? Good morning, nice to see you. Welcome to the blueprint, all good.

Certainly, give DJ purpose a follow as well. Who else is with this morning? Dr. Donna Dunn, this good morning. Always good to see you. Thank you for being here. Happy Monday, Crystal Method. Always good to see you as well. Happy Monday, Luciana. Good morning, Queen, nice to see you. Happy Monday. Hope everyone had a lovely, lovely weekend. Jacque 0722, good morning. I know you are working and lurking. Thank you so much for coming in and saying hello. Appreciate you for sure. C -Love 702, everybody's in here this morning. Folks got in here on time and ready for the final day of the imperative 11. I'm so excited to see everybody, right? Thank you so much for being here, right? Thank you for just supporting everything that I'm doing in this space. Just a reminder before we go to our check -in question that this space is open. So if you've got ideas, if you've got topics, please ensure that you are whispering them to me. You can now whisper them to Misty Christie, My Life Journey, my lovely mods as well. If you want them to remain anonymous and they will get them to me, even in that anonymity, they can certainly share the question. They don't have to share who it comes from and I will honor that for sure. So just make sure that you're getting that out, right? Because I want to talk about things that are interesting to you. So put that out there for sure.

Who else is in the chat? I think I see DJ Guzzle, traffic man, Jim, HR nerd. Good morning, all of you. Thank you so much for being here. Happy Monday. Hope you had a fantastic weekend, okay? Love, love, love seeing all this good energy on a Monday morning, right? Why do I do this on Mondays at eight? Cause it's a tough time. everybody's getting going to start their day because this is also about setting the tone and the mental attitude for our day and for our week and for everything that is taking place right so if we can get our mental attitude right we can ensure that we start off everything every interaction that we have with ourselves first with other people with our environment whatever comes our way we're prepared for it right the Kim Jim that I want to offer today before we get into the check -in question and then we talk about influence because that's our final competency is that your mindset affects your assets right let me say that again mindset affects your assets so if your mindset if your mental attitude is in a place where you are set up to receive all of the gifts or things that are coming to you that's how you determine what you're going to acquire that's how you determine what your landscape is going to be.

If your mindset or your mental attitude is one that is of playing small, right? Of one that is not allowing you to ensure that you are in a space to receive. If you're closed off and resistant, then your assets, the things that you have the potential to invite in, the things that you have the potential to draw into you are not going to be in the space that you want to. They're not going to look like what you want. Right? And so your assets, the things that you acquire, the things that you could potentially expand into those gains that we talked about last week in financial management, that's all going to be, right? Low or lower, right? Or your ability to bring that in or draw that in is not going to be there. So keep that in mind. Your mindset determines your assets. So if you want to be in a space where you are acquiring or open to receiving, check your mindset and get your mind right. But be in a space where you're saying, what's the opportunity? How do I ensure that I can get to that place? Right? All of that is the way we start out anything that we do. It's all about mindset, which is why I set this meeting or set this conversation for first thing in the morning.

I used to say setting meetings, right? But I set this conversation for first thing in the morning so that we can be in a space where I'm reminding you your mindset is the key to everything, right? It really, really sets the tone for everything. So let's get our minds right so that we can be in a space to receive, to let go, to create space, but mostly to just take care of ourselves, right? Because that is what is most important. All of that. Okay. So anybody who came to the room while I was talking, I think I was greeting people, I saw a few more folks come into the room. So let me make sure that I do. Is it Martian Queen 1? Good morning. Nice to see you. I think you might be a new person that I have not acknowledged yet. So welcome to the blueprint. Thank you so much for being here and engaging in all of our conversation, anyone that I have missed, right, please say something in the chat so I can make sure that I acknowledge you and if not, just say something before we rate out if you would like otherwise, continue to lurk, work,

commute safely, whatever it is that you need to do, right, happy to have you here nonetheless, okay.

So today's check -in question, right, and so for anyone who's new, the check -in question really goes along with, again, setting the tone for how we're going to get started, how we go into today's conversation, which I'm excited about, so we're talking about influence, we're going to talk about personal branding and your brand today, all of that is there. But the check -in question for today is, what are you looking forward to today? What are you looking forward to? Because often what we say, ladies and gentlemen, is, oh, I'm not looking forward to that, well, what are you looking forward to? We find ourselves attached to our same stories, our same narratives, right? What are you looking forward to? How do you turn that I'm not looking forward to something into what you are looking forward to?

It can be something simple, right? Sometimes you may know that you're having like a busy morning. You might say, I'm looking forward to lunch because lunch is my opportunity to be still and to do something for me. You might say, I'm looking forward to the gym, right? You may have a couple of things. I'm looking forward to the fact that it's going to be a nice day in Atlanta. I'm looking forward to really diving in to this mindset of truly becoming a business owner and owning my business and not going back into a traditional job, right? Really, really adopting the mindset of an entrepreneur or a solopreneur, right? That's what I'm looking forward to. And if I'm being honest about it, I think I'm looking forward to it because I was a little nervous about knowing that that was my truth.

But now that I have checked my mental attitude and I have shifted, I'm looking forward to updating my LinkedIn profile to say chief executive officer and owner of K Blue Consulting, right? Like that's a big deal. And that's not something that I would have ever said before. So I'm excited to just shift into that and really embrace that. So what are you looking forward to today? Think about all the things you're not looking forward to and then find the things that you are looking forward to so that you can be in this energy so that when they come to you, when you get to that space, you're now welcoming that in and saying, yes, I've been waiting for this all day. In particular, so that if something changes or shifts, you can now be adaptable to whatever that situation is gonna be, right? And you can check your mindset and you can make sure that you're not allowing that to be the thing that pulls you back into a fixed space and you can stay open to whatever growth is going to be there to whatever that looks like, right?

So the check -in question is, what are you looking forward to today? And I think My Like Journey has highlighted it in the chat for anybody who is just coming in or may want to go back and visit that, right? So what are you looking forward to today? All right. So happy to have all of you here. Thank you so much for continuing to support this space and to value yourselves. Let's talk about what we're gonna do this week. So today is our final day of the Imperative 11. We're gonna wrap up that competency. And then

I'm gonna do a quick recap and then feel free to drop any questions in there that you want. If there's something you want me to go back over, whatever that looks like, I'm happy to do it.

And then for the rest of this week, tomorrow, we are going to do a little bit of an AMA, which is an Ask Me Anything. I know some people have whispered some questions to me. And I want to make sure that I'm addressing those questions. So if you've got any questions or any topics that you want to throw out there, put it out. And we will have open conversation because it's your experience and your questions is what makes this space so sacred and continues to be safe, right? All of that said, and then Thursday, we are going to introduce concept of mind mapping. And then I'm going to talk a little bit about what we're going to do for March, right? Because I've already been thinking about our March journey and how we're all going to get involved and what that looks like.

So, I'm excited there. Disco Darren, yes, come on with that return to work day. I know those are things to look forward to, right? Those are, it seems like it might not be, a lot of people don't look forward to doctor's appointments. But I feel like that is something great to look forward to so that, you know, you can understand what now is going to be your path, right? How you move, right? Yes, traffic management, little things, right? That's amazing, right? Being able to look forward to a men's group and then being able to eat, right? So everybody knows that Wednesday is Ash Wednesday if you celebrate Easter, if you observe Lent. And so a lot of folks are going into seasons where you're observing fasts and things like that.

So being able to do that. Those are the things that you want to be able to look forward to because they become more meaningful and they become more spaces where you can engage in. Yes, Stowe, right? Looking forward to just connecting with some people, right? Exactly, right? Those are great examples folks. What are the things that we're looking forward to? All of that is really important and nothing is minimized, folks. You can look forward to whatever is important to you. Meeting people for the first time. Let me tell you guys something. Last night I had the pleasure of meeting with a peer of mine that I worked with at Zoom in 2020. We worked together for a full year and a half virtually. I never met him in person. I only saw him from here up for every single meeting and he was a peer and he reached out to me a couple days ago and said, I'm coming to Atlanta. I'm only inviting a few people to come through Sunday night.

Can you be one of those people? And I said, yes, because I met him. And so we had only been communicating through text through zoom and through normal phone calls for the last three years. So I got a chance to meet him so I can relate to Eastover. I was very much looking forward to it and got a great hug and a great just big smile from him and just a really, huge kind of I am so excited to meet you. And then because of that, I got to meet other people. So, it was a really great, really great opportunity. So

shout out to everybody who's putting like what they're looking forward to in the chat. Marching Queen, come on with this new title, whatever it is.

Congratulations. That means you've put in the work, it means you've been the boss of your own blueprint even in ways that you didn't know it, right? I love it. I love all of these things that we're putting in the chat. This is the energy that I want to be able to generate. We're going to stay in this space all day as we go through our conversation and talk about that. And so as you're continuing to put what you're looking forward to in the chat and show it each other a lot of boss love, right, let's just keep doing that. So, thank you to everybody who has put that out there. All of that is the way that we are going to start off our day. So let's jump right into our imperative 11 and get to today's conversation, right?

So, we have talked about all of these competencies. A lot of this has really been things that we can touch base on for professional reasons, but also for personal reasons. And I want to make sure that the examples that I give span both sides of that. And so hopefully you have been able to see how there can be impact professionally and personally to you with all of these. So I'm going to put up the list first just to sort of reset. So here is our list of all of the 11 competencies that we have touched on. Okay. And all of this is where we have spent our time over the last few weeks of just putting it up for anybody who might be new, for anybody who might be wanting to revisit something or having questions.

Disco Darren, I'm excited for you. I hope that you get really good news when you go to the doctor about the return to work date, right? Being off that long is a long time. I've been out that long as it relates to, you know, surgery or other things. And it comes to a point where you're like excited to go back. You're excited to reengage. You're mostly excited to eat your mind in a different way, right? All of that is. that we want to make sure that we are engaging in, right? So, I'm excited for you. Big boss energy as you go into your doctor's appointment and your conversation today, all right? So here's our list. Let's jump right into today's conversation. So we are gonna be talking today about influence, all right? And when we talk about influence, we talk about this notion of, and I'm gonna make this a little bit bigger for everybody so that I'm down in the corner and that you can see the content, right? So when we talk about influence, and this is a big one, because oftentimes people will talk about influence as an extension of persuasion or like persuading people to do something.

And they're kind of the same thing. Influence though, takes it up to a different level. It allows you to use the relationship and or the rapport you have with someone to bring them on a journey so that they can kind of see this different perspective or the reason why something that you're proposing or a direction or an outcome, right? Or a path could be best. And so that's what that definition means, right? It's just the capacity to influence someone or something. And that capacity really is your knowledge.

So, this is where the acumen that you've acquired comes in. It also touches on effective communication. Those are probably the top two when we talk about influence. Because you can't influence from a place of not being informed, right? You cannot influence from an uninformed place. You have to know what it is that you're talking about, what it is that you're going to be sharing, what those sources of truth are, if you wanna make sure that you're influencing not only intentionally, but thoughtfully. Because that's where the respect comes in, right? When you're speaking from a source of truth, when you know that you know that you know, whatever it is that you're talking about inside and out, left and right, up and down.

And no one can try to question you because you have gotten all your ducks in, right? I'm not gonna say ducks in a row, but all of your ducks are in the water, right? That is the ability to make sure that your information sources are really solid. And you can't influence from a place that you're not informed about. Because then the person or persons or thing that you're trying to influence is gonna question your judgment. And what do we know judgment has a connection to, right? Your decision quality, it's also your brand. And we're gonna talk about personal brand in just a moment, right, but it comes down to your brand. So really being able to do that from an informed place is a key aspect of influence.

Being able to know your information. So that acumen comes in and then the how you influence it, right, that harmony, that tone, that effective communication comes into doing it. Because the person or thing that you might be trying to influence, you're gonna have to understand your audience, right? Remember, we talked about rapport versus relationship. So is this an influencing conversation? where you're just leveraging your rapport or do I have a relationship with this person and can I get into a space where I now know based on my relationship right I can influence them in the right way.

Hey McKee good morning queen happy Monday nice to see you thank you so much for being here we are just diving into our competency for today our final imperative 11 competency we're talking about influence so a crystal method exactly influences versus manipulation and when we talk about value and positioning we're going to talk about manipulation for sure because what you don't want to do is feel like you are manipulating someone or something into a direction or a space that is not going to add value or improve the overall outcome right what you want to make sure you're doing is saying to someone and let's just sort of ease into this notion of positioning positioning really gets you to this place where you're saying, I want to align my perspective with your need, your ask, your aspire to, right?

Your desire, and in exchange, I gain your support for my proposed path or my proposed approach. And maybe if I'm lucky, I might even get you to agree with me. Now, positioning and influence doesn't necessarily mean agreement. You can influence a person or something and they not agree with it. They may still want to see something else, but understand that your path or your approach is the best one that's going to get

you the higher impact, the overall value, everything that's there. So, you can influence without agreement, right? What you really want to do though is gain that support. That's why you see gain support or agreement. The support is first because without that support, you're not going to be able to move forward confidently with the resources and the backing that you are going to need in order to move forward successfully, right?

So, don't be so concerned that people agree with you as you're influencing, right? That's actually a really good part of the exchange because if you discover that someone doesn't agree with you, that's an opportunity for you to say, well, why, right? Is there something that's been missing? Is there something that I failed to communicate or share with you? But that's an opportunity for you to listen for understanding, right? As a part of that communication and not to try to listen to respond or listen to try to bring somebody along on the journey and prove why you're right or why it is. It's listening for understanding. And then you can gain that support or get alignment on your perspective through that active listening. So when we talk about influence, your position is the first thing, right?

That posture, this ability to say, I want to bring you this. perspective in hopes that I can get your support, right? Or get your alignment with the direction that I'm proposing, or where you think that we should go, or how you see us getting there. Because if I need to adjust our proposed positioning, right? If I need to adjust my wording, if I need to adjust my tone, if I even need to adjust my mindset, like all of that is gonna be a part of what it is that I'm doing. If you look at that wordle up there, right? And that's what that's called, it's called a wordle. It's a big graphic and it's got one major word in it. And then all of these associated words around it are things that touch influence, right?

You see acceptance up there. Notice that I said you don't have to have agreement with someone, but someone does give you their support and they accept what it is that you're doing, what it is that you're saying, or how you get there, right? Agreement and acceptance are not the same thing. You might try to lump them all into the same category, but I guarantee that they're not, right? You want... to seek acceptance in the absence of agreement. Someone may still not agree with you and you can still increase the amount of influence that you have over their thinking, their direction, the outcome, everything that's happening, right? And when you do that, it allows you to increase your value.

And when we talk about value, what do we mean? I literally mean everything in your position, right? Which is that perspective that you've now presented so that you could get support, right? Acceptance. What the person who says yes or the thing who says yes understands is that what you're doing is going to make everything around you better, right? That's what I mean when I say improve overall outcome or the brand of that thing, right? It's going to make that better. It's going to now say we can now go from doing this much work to this much work, but we can still save this amount of money or this much time or the ability to, you know, do less of this or more of that.



And because we are doing less of this, we now have time to invest in this thing over here, right? So now the value goes up because if we're talking about this from a professional standpoint, it now means that when you go to present why you're the best candidate for the job, why you should be giving your business to Kim Blue Consulting, right? Why you should be saying whatever it is, like fill in the blank with your best example, but your ability to influence and add value is going to create some level of improvement overall in the end, right? Going with Kim Blue as your executive coach is going to be the best choice that you can make because what you come into the conversation with or what you don't come into the conversation within that hour that I have with you, we're going to be able to create clarity. I'm going to be able to close some gaps and you're going to come out with with some very clear action steps so that you know what it is that you're doing when we leave this conversation and what your goals are gonna be between the end of this conversation and the next conversation that we have.

And I'm gonna give you a roadmap on how to write your questions down, on where to go find your sources of truth, and then I'm gonna leave you with my expectations from a coach standpoint on what it is that I want to see you do, right? Now I'm influencing you to take ownership. And what do we know about taking ownership? It is the thing that lives between fixed mindset and growth mindset. Because once you take ownership, you now believe that you can do it. And so then you're operating in that growth mindset because you have clarity and you're not cloudy, right? You are moving from that resistance to reassurance. Note, my coach has already told me that I'm capable of doing these things.

She's given me these steps and now all I have to do is own my actions. That's why. I am going to add value to whatever your situation is and those short and long term effects of my coaching style on your ability to act on that is what is going to set you apart so that when you go out and do your thing and you're elevated right and you're in a position where you now say well I'm able to do this or act in this way because I couldn't do that before now you're adding value now the impact of my coaching on you is going to go up and you're going to be more inclined to say let me tell you about Kim Blue and why she's the dopest coach out there does it make sense for everybody right when we talk about position value and impact those short and long term effects so that the overall experience that you have or provide for someone is going to be better that's influence ladies and gentlemen it's not begging it's not pleading it's not manipulation manipulation is where you're using other tactics and presenting a situation in such a way that people believe one thing but really that's not the truth that that's not the overall outcome that is taking place right and manipulation devalues you and it also lowers the credibility on your brand which is not what you want you want to be in a position where you're saying I know my value the value that I'm going to add the value that I'm going to bring to the conversation and everything that is going to present itself in such a way that I don't have to use other tactics or other methods of influencing or right Jedi mind tricking mind

control I don't have to tell you one thing get you to believe it only to then do another that's not influencing that's manipulation and it's actually creating distrust right and trust is one of the competencies that I haven't spoken about but we're going to talk about that when we get into mind mapping um later on this week and good morning, nice to see you.

Please give DJ Dman a follow if you are not. Other folks in the chat who are here that you wanna give some follows to while we were talking about follows and Boss Fan Love, Disco Darren, absolutely DJ Guzzle, those are all some dope folks in the chat, please give them a follow and make sure that you are checking out their spaces. Folks, feel free to drop your links in the chat to when you are going to be streaming so that we know when we are going to support you, okay? It's all out there for sure, for sure, for sure, so thank you all for being here. Dman, I hope you had a great weekend. Thank you for stopping through. So when we talk about influence, okay? Influence is your capacity and it's tapping into your power. And listen folks, what do I say about power?

You never give your power away and you never let anybody steal your joy. So you have to use that power that you have in order to check your positioning to secure your value. To absolutely amplify your impact right that's where it comes from you have to use your power to check your positioning right to be able to You're welcome DJ purpose. I'm happy to be here right you have to check your position I mean you have to use your power to check your positioning right to give your value a lot of foundation and to amplify your impact Right because when you when you can amplify your impact the story tells itself That's where the work comes in right for everybody.

Who's a business owner if you're a teacher if you're a leader All of that type of stuff right everything that's there Influences the way that you are going to help bring people along with the journey the other thing that you want to think about When it comes to influence is that this is where you have to level up in your communication you can't try to come from an uninformed place and Try to help someone align their perspective with you because if you don't know what you're talking about If you've not done your homework if you've not taken time To get familiar with whatever is out there and when we talk about acumen right remember That's just knowledge that you are putting you know that you're taking in if you have not done your due diligence And gotten familiar not only with your audience But with with what you're gonna be talking about to this audience it is going to limit your ability to add value because how can you add value if you don't know what you're talking about and No one else believes it.

No one else can see that. This is the thing that we do and it doesn't have to be Overcomplicated folks when I talk about Knowing what you're talking about I don't care if you were talking about what time does a restaurant open or what is the next thing on the stock market that You want to pick right if you have not done your due diligence.

I Don't have any homework Right behind it don't have any information there it can absolutely damage your value and yes DJ goes you're right it can absolutely impact your credibility because your credibility is your brand right and I want to pivot into branding right because now as we talk about these other methods of communicating as it relates to influence right and what we know what we know influence is which is using these three and what it isn't which is manipulation right it's not using ulterior motives right or Jedi mind -tricking or changing a person's perspective in such a way that they believe one thing but it can be it actually comes out in another way right your brand is really what shows up in this power that you have to have this effect on something so when people experience you and you influence them When you show up in your authentic self when you are operating at your highest potential When you're coming from a place of knowledge when people can absolutely see that you're adding value Right when it's not a waste of their time when they feel like they've invested in something and it's their money That's well well spent.

I don't care if it is a big investment. I don't care if it's a twitch subscription, right? If people feel like Their time is being valued Respected they are gonna see and share that impact and your credibility and your brand goes up And it's more meaningful and it has more influence, right? All of that goes into your brand The reason that that's important is because when people talk about you in rooms that you are not in and let me tell you something Ladies and gentlemen, I guarantee you everybody is talking about you in a room that you're not in good bad Indifferent does not matter but there are rooms Conversations circles places whether they are in -person virtual written Whatever it is, I guarantee you your name is being said in rooms that you are not in right and You want to make sure to the best of your ability that if you are having Influence or that your brand or your credibility is an extension of that that those conversations represent that Effectively because that's the thing people are is are going to talk about that's what's going to be shared, right?

Your name is definitely out there Right somewhere between Kim blue is the most amazing thing on planet earth and Kim blue ain't shit, right? I'm sure there's that's the gamut of it and understand people are always talking People are either talking about the experience that they have with you or have had with you People are talking about the experience that they want to have people might actually be saying things like man I wish I could do the things that that person does I Admire them or I can't do that and I want to get to that place But whatever it is folks when you think about your ability to influence just understand that you are having an effect on someone or something and that effect is your brand. It's your ability to come from this informed place, to know what you're talking about, to be able to bring perspective together, to understand do I need to build on this relationship or am I just staying in this lane of rapport, right?

I know Stove, it is a really big range, right? But ultimately there's a lot of mile markers between that range, right? Like Kim is amazing, right? Or man, I don't even rock

with Kim Blue like that, like she's just not my cup of tea for whatever it is, right? But it's a big range, but the conversations can be somewhere in that, and you never know where they're going to be. You also never know when they're going to change. Because the conversation can go from, man, I wasn't even rocking with Kim Blue, do you know what? I spent some time listening and learning and I should, you know, I watched her show up in this place. She's alright. She knows her stuff. I may not agree with the way she does this, but I absolutely support the way in which she's going about it.

See the difference between agreement and support, folks. All of that is really inside of this space and this is why we talk about this ability to influence and we attach it to brand and we attach it to credibility because knowing your stuff is really, really critical to your brand standing 10 toes down and people being evangelists of your brand because people, word of mouth, right? That's your greatest ability to be evangelized for people to say, you want to go do this. Kim Blue is your girl, right? You want to go do that? Go talk to this person, right? Oh, you know what? Kim Blue rocks with that person. And just on the strength of the fact that you know that my brand is solid. If I make a recommendation to you for someone else, you may go do that, right? Influence has a vast range of power, folks. And you wielding that power is what is then going to allow you to check your positioning, your value, and have impact DJ purpose.

Thank you so much for the sub. I appreciate you. Okay. Thank you for officially being a blueprint boss. The Chief of Staff is home, ladies and gentlemen, okay, because it's President's Day. So there he is. He's just saying good morning as he's off to do his thing. So if you've not been in the space before, right? That's my little one, Avery, also known as the Chief of Staff of this house. And those of you last week who were in the stream got to hear the head of security. He's sleeping this morning, right? But he's home. So in case you hear rumblings in the background, the little person is home. So, Misty Christie, thank you so much for the gift sub. I appreciate you, Queen, as always.

So, when we talk about this notion of influence, folks, understand that it spreads to rooms that you are not even in, because what you do. or say or how you show up in one conversation is going to represent your position, your value, and impact that somebody else is going to speak about in another conversation. And if you do so from a good space, if your mental attitude is in check, then that's what people are going to represent. But if you come from a space where you're manipulating people, especially if the experience that you have with someone is different than the experience you have with someone else has with you, those folks are going to talk. It all eventually comes back together. And so then that power that you have can either be amplified or diminished. It's all on the way that you show up, the choice that you make to really be saying, this is the perspective that I have.

This is the reason why I want to add value. And here is how overall it's going to affect you in the immediate. And then when we get down the road, these are the things that you're going to benefit from. And this is why influence is so powerful. Your brand,

who you are, what people say in rooms about you that you are not in, how people describe the experience with you, what it is that people know about you, what are those sure things, those guarantees, right?

I'm going to give everybody in here some homework this week or at some point, right? But I want you to go and pick five people in your life and say to them, if you had to pick five words to describe me, what would it be? And just ask those five people, right? Just shoot it out in a text, send it in an email, you can blind copy everybody, it doesn't matter. But put it out there. Ask five people in your life that you trust, maybe even somebody that you don't even have the greatest relationship with, but you still value their opinion. Ask them, what are the five words that you would use to describe me? And then look at those responses and see how many of those five people said the same things about you. Those same five words absolutely are the way people experience you.

That's your brand, ladies, and gentlemen. When people ask you, who are you? What are you good at? What are the things that you're doing, right? People say, you know what, Kim, who is empathetic, she's a straight shooter, she's really warm, she is kind, whatever else, whatever those words are, that is the thing that people are going to say no matter what, Kim is a great leader, she's a strong listener, she communicates really well, she's courageous, she's brave, whatever it is. But take the time to really ask people, ask your five people, you might be surprised at what you learn about yourself or about how people experience you, because then you'll know to a certain degree what kind of value you were adding, and it may allow you to actually understand more clearly the impact that you're having when you're engaging with people.

Because I guarantee you folks, when you have your own clarity, then you can take ownership, right? That clarity is self-awareness. Then you can take ownership of what you need to change, challenge, or create. All that goes into how you understand what your brand is. And when you understand that brand, then you can continue to create clarity. The other thing that you can do is really understand how you are able to influence at a higher and more intentional level, right? Sometimes influence is just using your power to say, this is why we need to go in this direction or do something. Sometimes it is, we need to make a complete shift away from this because in the long term, we're going to not benefit, or this is going to be the struggles that we have, or this is going to be the stress that it brings on us if we don't make a change, right?

And whatever that looks like, but it's all about your brand and credibility. And credibility extends to trust. Can people take what you say to the bank and know that it is gonna stand on its own with interest? Kim told me this, great. I now need to make sure that I am going back. I'm so sorry you guys, if you can hear my stomach growl and I've not had breakfast this morning. So bear with me, right? But I can now take what Kim is saying because every time Kim says something, she comes from an informed place. And when I go out and do my own research or if I go and I take everything she taught me about influence in the blueprint and I go and read about it, I know that she's speaking

from not only a place of truth but her own experience and the things that she is sharing with us, right?

That's why I bring in relevant examples from personal experience and on the professional side because it goes both ways. And one is not more intentional or dominant than the other. They both have relevancy. Part of your self-awareness and part of your ability to take ownership is understanding when you need to play up your position, when we need to amplify the impact, when you need to understand that your value, the value that you're gonna be at, that's the key thing that you're talking about. Now, influencing touches on interpersonal savvy. That's the third one as well. You gotta know your audience, you gotta know who you're talking to and you gotta know what makes them tick. So if you're gonna influence someone, don't go into a space where you are bringing a whole bunch of people into a room or into an environment that doesn't align with the way that they do their best work or they are their most authentic.

DJ Coteau, good morning. Nice to see you, thank you so much for being here. Please give DJ Coteau a follow if you are not, okay? You have to know your environment. You must know the people in the environment because that then allows you to ensure that you are intentional about that interpersonal savvy, right? If you are not, it is going to have an impact on the impact that you're trying to have, right? If you're not aware of what is going on, if you are not in a space where all of this is ringing true for you and you're saying I know that this person that I am influencing likes a less formal environment.

So, I'm going to take them to a coffee shop to have a conversation versus taking them out to dinner, right? Some of that influencing is using a little bit of that interpersonal savvy to understand how and where to communicate, right? All of that goes into checking your position, right? And understanding the value that you're going to have. when you think about the conversations that you want people to have about you and you can't control all of it let me be very clear about that you can't control everything but when you think about the conversations that you want people to have right about you all of that goes into how you think about your brand right all of the things that you want to ensure represent you when you can't represent yourself right that influence that ability to be able to say you know what if this person is gonna have a conversation about me on my behalf this is what I want them to say right I'll give you an example last night when I was meeting my former colleague one of the people in the room I had mentioned to them because we were just exchanging conversations about careers and how we knew our mutual friend and one of the people said to me she said I heard you earlier mentioned that you used to be a CPO but now you're not are you open to new clients and I said you know absolutely and and she said well listen it's a you know she was giving me some background about it and she said but are you you know in a space where you know this is the type of leader that you work with and I said really I make that assessment when I have an initial conversation DJ eyes good morning nice to see you thank you so much

for being here welcome to the blueprint right and she said I just found you to be so human and so engaging like you came right in and you were so easy to talk to when I saw the way that you like got around and built relationships with other people whether you were just getting to know them or introducing yourself right or whether you were just like you know laughing with folks and check it like you're like you I think you would be really good for some of the things that we need and she said how can I find you can I just give this person your LinkedIn I said yeah you know all of my stuff is on LinkedIn right certainly but all of that as well.

And I said, but I'm also happy to have a conversation. When she said, nope, I think I learned enough about you where I could just like set you up. And so can I just follow up with you directly? And I said, absolutely. Right. But all of that came from my, my brand, right. And the person that was in the room, our mutual friend that invited us, she had had enough experience with him to know the type of people that he engaged with. And so on the strength of his reputation and his brand, she was then able to ascertain like, okay, Kim is somebody that I can rock with. And I've gotten to know her on a personal human level. So now I think she could probably show up in this space intentionally. Good morning, Wigs. Nice to see you. Thank you for being here, queen. Happy Monday. So someone else's brand was the foundation on which I've then put my brand so that I can now be in this position to add value and have impact to this potential organization.

I don't know anything about it. I was in a completely social situation last night, but my ability to now step in and have an effect on something is elevated, right? Because all of that came in this space. So everybody has the opportunity to embrace influencing as long as you are mindful of your position, the value and the impact. You've done your homework, right? You've gotten your due diligence and all of the things that you need to know about something are gonna show up because that interpersonal savvy is really gonna drive your communication, right? And your brand is what's gonna lead and that's what's gonna have lasting impact on the influence that you're able to have with people and on people and on things. So does that make sense, folks? Questions for me about this and how we think about the ability to influence.

I'm going to talk about a couple of words in there and then we're gonna get ready to get out of here and really start on Monday, right? Because we've gotten ourselves clear on what we're looking forward to. We've talked about influence and what it means and how it shows up. We've also answered our check-in question for today, right? And I've given you your Kim Jim, which is your mindset determines your assets, period, right? Thank you, DJ Eyes, I appreciate you. All right, that's why I do this. You all allow me to operate at my highest potential and be my most authentic self every Monday, Tuesday, Thursday in this stream. So shout out to you for always allowing me to do that, right? So if we look at that wordle that's up there before I pull us out, before I pull the street of the presentation out of this room, we look at this wordle, right?

All of that is clear around saying, this is where we wanna go and this is how we do it. think about the different words that are adjacent to influence. Remember acceptance is one of those things that we want to gain. It's almost like support. We don't need agreement, right? Sometimes influence is owned by the individual, but you're not influencing something singular or individual, right? Sometimes it's a group, sometimes influencing puts you in a position of authority. That's the word that's down in the bottom right there. Can't see it all because the hand with the chalk is over it, but I want to make sure that influencing puts you in a, that you understand that influencing puts you in a position of authority.

Okay. And the ability to ensure where your positioning is because your position of authority also impacts your value, your credibility and the ability to have impact, right? All of this. Folks, thank you DJ Purpose. I appreciate you. All of this, ladies and gents, when we talk about that wordle, that's why this graphic is so important because these adjacent words to influence all have real meaning and it's worth the reflection as you think about if I'm going to be in a space to influence. And sometimes influences doesn't have to be on this grand scale. Again, I'm breaking it down so that it's digestible, but you want to be in a position where you know, I'm trying to just get acceptance.

That way you can just say, hey, I'm just looking for your support. That's influence folks, right? Own that position of authority. Get yourself to a space where you are intentional about what it is that you're doing and own that position so that you can add value, right? That's what this is all about. And that ladies and gentlemen, absolutely just go there. Right? Like people may not know you, but they absolutely know your brand. Cause I'm telling you, people say, what is that person about? What are we thinking of? Like where are we going? Right? All of that. How do we now think about all of these things? Right? All of that is true. They absolutely know your brand. They know if you are amazing or they know if you're not, and if you're not, people are going to say that.

And if you are, people are going to say that as well. Okay. So ladies and gentlemen, that concludes our imperative 11. That is the last three and a half weeks spent talking about all of our competencies, all of the things that are meaningful to us, the places that we need to reflect on and the places that we need to make sure we are spending time elevating. Some of it is reflective. Some of it is real time. Did I show up this way? Have I thought about this and others is these are the things that we can touch on. And these are the things that we are going to make sure that we, um, spend time with, right? In real time, putting practical application together. So I'm gonna make some final edits to the deck and then I will share when and where it will be available to you so That you can have it for yourself and you can leverage it and refer back to any of this that was helpful to you Mr.

Christie, I think we're gonna go to my steeda this morning and go pay him a visit Okay, right and show some love to some other folks Here again, if you want topics if you have questions, please whisper them to me I am so open to all of this conversation to



making sure that this is space that is not just driven by me But it is curated by all of us  
We all are the bosses of our own blueprint we own this together and I want to make sure  
that it is meaningful and intentional For every single one of us every day.

Thank you to those who subscribe to gifted subs I appreciate all of you for being  
here shout out to everybody who's been lurking working listening behind the scenes  
Virtual head nod to you appreciate that and we're back here tomorrow morning at 8 a .m  
Eastern Standard Time for another conversation. We're going to start with the AMA We  
will do a quick recap of the imperative 11 for anybody who has not been able to make it  
and then we will open with questions. I've got some folks behind the scenes who have  
been sending me questions. So, thank you to everyone tall pumps Nice to see you LV.  
Good morning. Please give DJ LV and DJ D -man a follow Thank you so much for being  
here Shout out to everybody who was lurking behind the scenes the raid messages up  
to my mods Misty Christie My life journey making her my debut in the blueprint today  
Appreciate you cannot do this without you so much love and might to you listen folks  
sending you into your Monday with all of the Good energy and light you will need to  
guide you take exceptional care of yourselves.