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Brand Position & Messaging Development

## Lesson 2: Polarization and Your Invincible Voice

Let's look at polarization and how it affects your ability to be invincible as a brand voice. Let's use my voice as an example. I am a powerful voice, a powerful brand voice and I have quite a strong stance. Having a strong stance is beneficial, right. We work with some really, really powerful brand. We want Kerri, she is really, she's got the goods, she's intense, but other brands are like, wow Kerri is intense.

In my career I've become a chief creative officer not because I was delicate and gentle and everybody likes me. It's because we made things happen for brands. Now I can tell you a lot of those attributes aren't for everybody. I remember going up to a woman addict conference that I was at and I was trying to get her business card and I said, "Give me your business card. We only have two minutes. Let's go, let's go, let's go." and she kept stopping and talking to people and here I am trying to get her business card to do business with her, right potentially. I said, "Hi, I have to go sit down because we're starting in two minutes. Could you, do you have a card or should we try some other time." She turned around and she was all kind of like Adalia at the side of the road like I drove over her and she was like, wow you're really forceful aren't you. Yeah, I am.

I did not intentionally, I mean the energy was positive, hey, give me your card, let's go, but that person felt like overwhelmed by my energy. Okay. I need to be okay with that. The flip side of not being okay with it is dialing down my power and I have done that for years, I mean for years.

What I'm asking of you this week is to look at what kind of comments have you gotten, what kind of feedback have you gotten positive and negative and explore what that's done to you in your brand voice and your willingness to polarize, your willingness to be your full self knowing that there is going to be a negative consequence or several negative consequences.

When you reframe how you see that, it's not a negative consequences, it's just they are not your people or they are not your clients or your not in alignment there and it's that going to be okay because if you're stand in full power and in it's full brand voice, in full capacity to serve you're going to need to get really comfortable with some of the uncomfortable feelings, okay. Next week I'm going to talk to you about another uncomfortable feeling in this conversation of polarizing.

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