



LCG OPEN COACHING PRESENTS

BRAND YOU:

BUILD A PERSONAL BRAND THAT
STANDS OUT AND OPENS DOORS



Sarah Sutton

Master Certified Coach (MCC)

OPEN TO THE PUBLIC

FRIDAY | MARCH 7, 2025

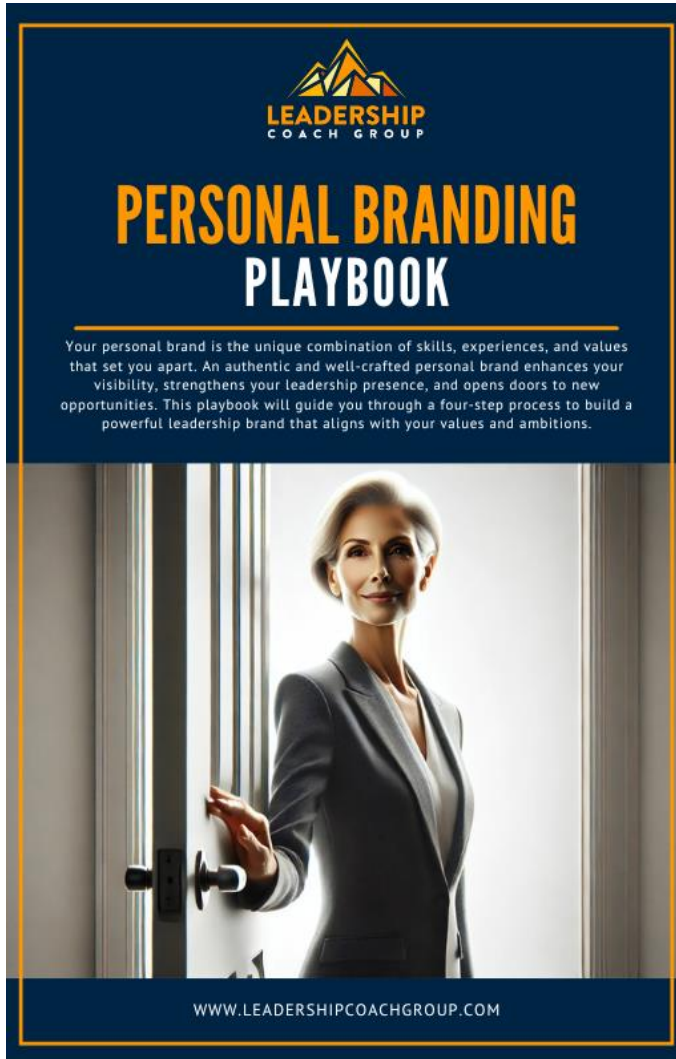




| What is LCG Open Coaching?

- **Rotating Hosts & Themes:** Every month (1st Friday at Noon EST) features expert coaches discussing topics aligned with leadership excellence and the core values of the Leadership Coach Group.
- **Actionable Insights:** Leave every session with fresh perspectives and a deeper understanding of your leadership journey.
- **Step-by-step “Playbook:”** Receive a practical guide filled with reflective prompts, actionable steps, and strategies.
- **Live Open Coaching:** Each session invites volunteers from the audience to share real questions and challenges, creating a personalized and dynamic learning environment.

PLAYBOOK



- ✓ **The 4-Step Process for Crafting a Personal Leadership Brand**
 1. Relate
 2. Reflect
 3. Reveal
 4. Reinvent
- ✓ **Practical Tools and Techniques**
- ✓ **Engaging Reflection Questions**
- ✓ **Hands-On Activities to Apply these Strategies**

| Our Services



One-on-One Coaching

What does your style of top-notch leadership look like? We're here to unlock your unique potential, refresh your self-awareness, and create plans to make your goals into realities.

Confidential, experienced, and supportive, our coaches will guide you through leadership challenges while freeing you to fulfill your potential.

Level up with us!



Team Effectiveness

Galvanize your team and equip them to achieve their goals with our team coaching, team psychological safety assessments, and inspirational speaking.

These services target powerful points for growth and will send your team into the future with greater confidence, skill, and cohesion. Learn more about our transformational sessions today.



Leader Assessments

Using the industry's leading diagnostic tools, we provide essential insights and individually empower leaders to thrive. Our array of assessments includes High 5 Strengths Finders Test, DISC, the Myers-Briggs Type Indicator®, the Enneagram of Personality, and 360-degree leadership assessments. Explore your potential with us today.

| Our Coaches Have Served Leaders at*:



ORACLE®



webflow



SONY



UCSF Health

FICO®

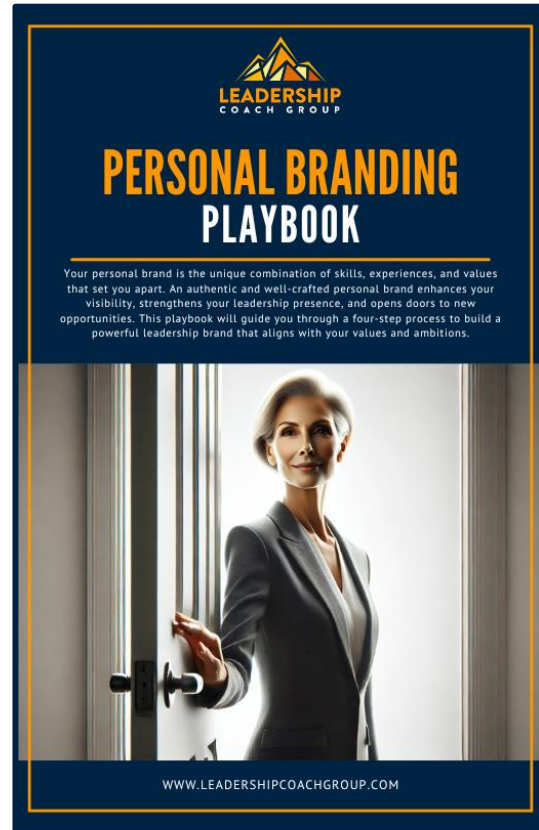


*The company logos represent the companies our coaching clients were employed by during the time of their coaching by members of the Leadership Coach Group. Some of these clients paid privately for their coaching, others' coaching programs were sponsored by their companies. It is a partial list of clients and affiliates our coaches have worked with over the duration of their careers.

Follow Up Email



Personal Branding Playbook



Slide Deck



Complimentary Coaching Session with Sarah



WOMEN IN HR

MASTERMIND

GRIT AND GRACE

- Communicate effectively with every audience
- Stay calm no matter the situation
- Workshop your emerging challenges with your peers, engaging them as thought partners.
- More than just meetings, includes executive coaching in an exclusive cohort

**Learn
More**



Sarah Sutton



Sarah Sutton

Master Certified Coach (MCC)

Profile link

www.leadershipcoachgroup.com/sarah-sutton

- **Personal Branding Expert** – Sarah specializes in building unshakable confidence in leaders by helping them define, communicate, and balance their leadership style.
- **Master Certified Coach (MCC)** – With 4,000+ coaching hours, she ranks in the top 4% of coaches globally, guiding C-suite and emerging leaders to success.
- **Expert in Role Transitions & Well-being** – Passionate about career growth, self-care, and leadership development, she empowers leaders—especially women—to thrive in high-stakes environments.
- **Connector & Problem-Solver** – Known as a **thread-puller** who asks the tough questions, Sarah uncovers key insights and fosters professional and personal breakthroughs.



Let's get present!

The 4-Step Process for Crafting a Personal Leadership Brand

1. **Relate:** is about a brand that you relate to.
2. **Reflect:** is about your core values and principles.
3. **Reveal:** is about your impact.
4. **Reinvent:** Rely on the power of community to help you clarify your powerhouse brand – then launch it!



REFLECT

Define Your Values

Consider:

- A peak moment in time. What was at play?
- What must you have in your life to be fulfilled?
- What tends to anger or frustrate you? This may point to when values are being suppressed.



REFLECT

Clarify Your Principles

VALUE	PRINCIPLE
Connectedness	"Give my full attention when with someone"
Integrity	"First, be truly honest with myself"
Learning	"Be ok with not knowing, the first to ask a Q"
Inclusivity	"Go first by vulnerably sharing my experience"
Influence	When I feel a catch in the back of my throat, don't remain silent"
Faith	"Fill my cup with morning prayer"
Fun	Daily find humor while also planning for adventure"



REVEAL

Decide Your Impact

- What is the **impact** you want to make—on others and in your own life?
- When are you **most compellingly authentic** and know you are making a unique difference? (*Think of a story when you did that.*)



REVEAL

Examples

“Make the broken beautiful”

“Everybody wins—especially if I can give a kick or a laugh”

“Create space so others can keep their heads up”

“Copiloting experiences for all to shine”

“Be real so others can be real”

“Bringing a smile to the environment”

“Be the fire starter *and* the fire extinguisher”

“I change people’s minds for experiences that change people’s lives”





Be Part of Open Coaching!

VOLUNTEER REQUIREMENTS:

- Be ready to share a story of **personal impact** at work or at home.
- Open to **engage** in a meaningful coaching conversation.
- **Ready** to turn on their **camera** and **microphone**.
- **Consent** to being recorded and recording shared online.
- Currently using a **desktop computer** or a **laptop**.

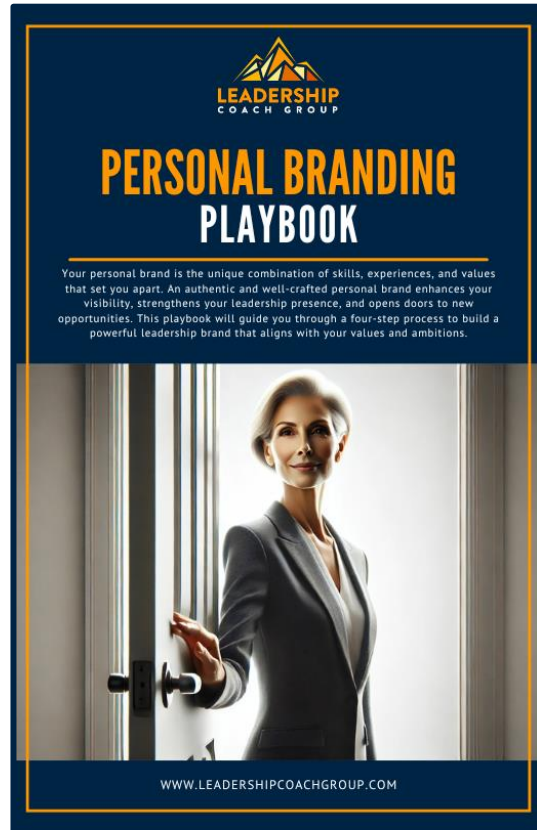
WANT TO VOLUNTEER?

Raise your hand in the webinar or type in “**I volunteer**” in chat!

Follow Up Email



Personal Branding Playbook



Slide Deck



Complimentary Coaching Session with Sarah





We Welcome Your Feedback



Coming Up Next for LCG Open Coaching

How Do I Develop A Bolder
Executive Presence - Yet Still Be
Me?

 Date: April 4, 2025

 Time: 12 PM EST

Once you defined your **distinct leadership brand**, learn to embody it with **executive presence**. **Register now!**



WOMEN IN HR

MASTERMIND

GRIT AND GRACE

- Communicate effectively with every audience
- Stay calm no matter the situation
- Workshop your emerging challenges with your peers, engaging them as thought partners.
- More than just meetings, includes executive coaching in an exclusive cohort

**Learn
More**





We are Here for You!

Contact Us

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