

What's Your Mindset Newsletter

from **Helena Radeson - Your Partner to GET YOU WHERE YOU WANT!**



What are your superpowers? How do you show up with them on the stage that is yours?

Or: Who are you selling, day after day after day?

I was in a session with a quite young client the other day and we ventured into talking about who we are, who we want to be, what others see and how that relates to who we want to be. These are questions that we all contemplate and at times struggle with, no matter age or professional level, and as such they are topics that come up often in my client sessions. But in this case, with this particular client, what dawned on me was the beauty of youth. It's a clean slate. A state where everything's possible and you can define your future you. A state to hold on to.

And when you think about it, it's applicable for all life changes. Whether you are starting your first career, changing company, taking on a new career, a new relationship, a new house, a new city, it's all starting over. You get the chance to reinvent yourself. And importantly, you get to set up as new without the external world comparing to 'who you were'. I always thought that one of the perks of being an ex-pat and the recurring moves that come with it, is the amazing opportunity to start over, *carte blanche*. No one knows you and you can totally get up on that new stage in whichever new role you see fit. You are free to be who you want to be.

And why I love that is because how you show up is important. It makes a difference. The world is a stage, and it is our job to show up on the stage that present itself before us and make the very best of it that we can.

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We all choose which role to play and how to show up on that stage. Sometimes we over-act, sometimes we put on too big a suit, and sometimes we don't live up to the part. Sometimes we just go along and don't choose to do anything at all and that on its own is a major choice too, no matter how much we want to admit it or not. And this is what makes it the kind of work that is never over. Showing up for yourself and taking responsibility for how we show up is a life journey and life purpose.

Inevitably, how you choose to show up on that stage that is yours will define what happens to you, which kind of people you are exposed to, which opportunities you are given. Man, it will decide if someone wants to help you out when you need it or not!

Seeing the world and your life in it as a stage makes it an opportunity. An opportunity for us to make a difference, which is empowering. It means that we can look into where we are,

define who we want to become and apply the changes to make it happen and to make an intentional, real impact.

So how do you make sure you show up the way you want to?

After years of experience marketing some of the world's strongest lifestyle brands, working with myself, plus experience through the transformation journeys of clients and friends, I dare name three basic principles as quintessential when putting yourself out there, and making sure who you want to be comes across as you want it to. In marketing and psychology theory it's referred to as personal branding. I'd like to make it less theoretical and more personal by saying that what it's all about is 'taking your stage' or 'showing up for yourself'. I prefer it because it's a wording that clearly puts you in the driver seat of your life. And that's where you want to be, am I right?

The three totally essential building blocks are **clarity**, **consistency** and for sure **authenticity**.

CLARITY sounds pretty clear, but I'm still putting it up there on top because I want to emphasize the direction, the target of the clarity, who's the receiver? It's important to be clear towards your audience/buyer/receiver, but what I'm talking about here is the step before that. Because no matter how much you try to bring something over to your audience, if you don't see it yourself, if you don't believe in it, if it isn't uber-clear to you, it won't be clear enough to anybody else either. And you'll end up confusing your audience. You've got to start with you and figure out for you who you are and how that means you are going to show up on the stage that is rightfully yours. You've got to work on that positioning statement of yours, that sentence or those three words that describe you the best so well that they become an autopilot for you. Who you are has got to be a non-negotiable for you. Because we're talking about your superpowers. And when you dare to define them, they will be perceived with clarity by your audience. Because you are not leaving it up for interpretation. You are being clear.

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CONSISTENCY means that you show up as the same over and over and over, till again there, there is no room for alternative interpretations. It's the hammer principle, keep hammering, hammering and hammering till the nail is in real good. Looking at the big consumer brands, they've understood the importance of consistency, always the same, making only small brand changes at a time, keeping the core intact. In fact, the consistency is ideally so strong that your audience starts to expect certain behaviours from you. And if you've done a good job defining your superpowers and being clear about them, you'll feel that is a relief. But as much as a no-brainer that the concept of consistency is in theory, it can be challenging in practise. It takes quite a lot of work and means that you have to reflect on what you say or do all the time, making sure you stay on track.

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AUTHENTICITY is the sugar coating, the cherry on top, the one essential aspect that brings clarity and consistency to life. It's the base of the pyramid and without it there can be no stable layers. Authenticity means keeping it real. It's about meaning what you say and what you show and that all you radiate comes from your deepest, most 'innest' you. That what you say with clarity and consistency is true. That you don't show up as someone else. Which no one can do for a long time anyway; consistency will be compromised very quickly because it's difficult to keep track of who you were supposed to be, and clarity will be deeply damaged simply because the story does not hold up, it's bound to be infected by unclarity and lack of consistency.

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So, what's my point here, what am I trying to say? Well, two things really.

First of all, it doesn't matter where you are in your life, you can claim that stage, you can start showing up for yourself, you can change how you show up, you can adjust it, redefine it. You can act with the clean slate of the youth whenever you want to. You decide. Nobody else.

And secondly, when you decide it's time to claim that stage that is rightfully yours, or when you decide to redefine your current character, do it with clarity, with consistency and with authenticity. That way, how you want to show up, how you actually show up and how you are seen will be in sync. Balance.

So what do you say – are you ready to show up for yourself?

Step 1: Decide you want to show up for yourself!

Step 2: Define your superpowers – what do you bring to the stage?

Step 3: Show up with clarity, consistency and authenticity.

Step 4: Thrive from being you!

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