

SESSION 2:  
CRAFTING YOUR BRAND

# CIRCLE AGENDA

## Supportive Communication

**Reflect & Validate:** “That sounds really (adj.). Did I get that right?”

**Use Curiosity:** “Can you tell us more?”

**Be Present:** Stay on screen. Use nonverbal cues like nodding and allowing pauses for the speaker to gather her thoughts.

**Ask What They Need:** “What do you need to feel supported?”

## STEP 1 SELECT MODERATOR 4 MIN

**Moderator** leads meeting, keeps time, and emails the Circle with “Next Steps.” This role rotates each session. Once selected, **Moderator** shares the below pledge:

*As we begin our Circle, we pledge:  
To bravely listen with curiosity and speak with honesty.  
To only provide solicited advice.  
And to create a nonjudgemental and confidential space for growth.  
Do we all agree?*

## STEP 3 REFLECTION & APPLICATION 35 MIN

**Moderator** first shares their responses to the questions below. Once complete, select the next person to go until everyone has shared. **Moderator** sets timer for an equal amount of minutes per member (e.g. 5 members = 7 min each)

1. Provide a brief update on your ‘Next Step’ from last meeting.
2. Describe your personal brand.
  - a. Does it feel authentic to you based on our values?
  - b. Does it represent “take care” and “take charge” leadership qualities?
3. Are there any habits you have that work against your desired brand?
4. What is one way you’d like to strengthen your brand this year to help achieve your program goals?

If a request for support isn’t made, **Moderator** asks “What do you need from this group to feel supported?” Requests can range from tactical (e.g. “do you recommend any books on this subject?”) to emotional (e.g. “just showing up and being here for me”) to advisory (e.g. “what have you done in a similar situation?”). There is no wrong way to ask for support.

## STEP 4 NEXT STEPS 5 MIN

Each participant shares an action related to the below prompt. **Moderator** writes down each member’s Next Step. Please use your Circle ‘Next Steps’ email to respond to the group with their Next Steps by **EOD Thursday, and cc Brandi.**

**“By our April session, I will take a next step towards my goals by...”**

Please request/assign accountability partners if desired.