

MENTORING PROGRAMME



**CHANGE  
YOUR  
BELIEFS &  
YOU'LL  
CHANGE  
YOUR LIFE**

1ST WORKBOOK



# INTRODUCTION

Dear BossSquad,

It doesn't matter how many brand marketing tools I give you. If you do not believe in yourself, the tools will be less effective. If you do not change your perspective on hard times, business challenges and brand complications, the tools will be of no use. Therefore this workbook is designed to get you to change the way you view your ability to build your brand. It focuses on your mindset and your daily habits, if you change the way you think, you will literally change the way you live. If you change your beliefs, you will change your brand. So, let's get started!

Love Kubi x





Click the image to watch

# WHAT ARE YOU THINKING?

Watch this video to start to understand your core beliefs.



# ASK THE HARD QUESTIONS

When it comes to business and building your brand there are some key questions we must ask ourselves as it pertains to the way we view our business:

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1. Internal Story - finish the sentence as many times as you deem necessary - "I believe...." about me as a business person."I believe..." about my brand"I believe..." about my business during Covid/Crisis

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# ASK THE HARD QUESTIONS



2. Emotions - what emotion is attached to each of the answers you listed above? What emotions are attached to your internal stories?

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3. Faith - how have your actions reinforced the internal story? How has your emotions pushed you to react in a way that reinforces your internal story?

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03

# ASK THE HARD QUESTIONS



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4. Identity - what identity have you attached to the overall story? Eg 'I am not good with money', 'I am stupid' etc

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5. Nurtual Persona - if you saw this story and subsequent actions happening with someone else, what would you do? How would you help them to change that story?

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6. Body - how is your body talking to you? How is your body indicating to you that something is wrong? Eg headaches, tight hips, posture change, weight gain.

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# CAFI

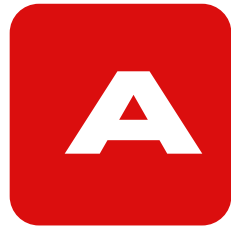


Clarify your goals in one sentence - what are you aiming to do this year for your brand.

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Affirmation - create one 'I AM...' sentence that you will repeat about your ability to be the right person to deliver for your brand.

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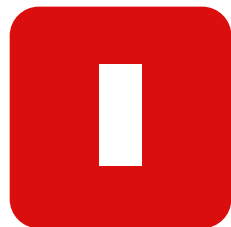


Facts - find supporting facts to solidify your Affirmation

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Identity - choose a new identity/persona that you wish to become as you build your brand.

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05



Click the image to watch

## **FINAL THOUGHTS**

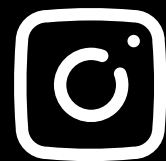
Watch this video and decide - What is your vision for the year? September 2021 What would you want to have done? In one sentence.

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# BOSS Squad<sup>TV</sup>



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