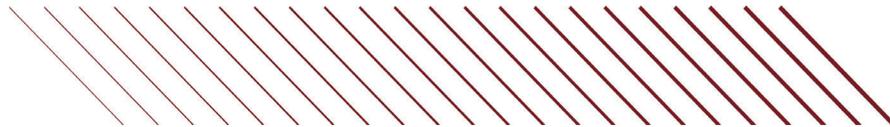


# Executive Identity: Accessing Your Next-Level Self

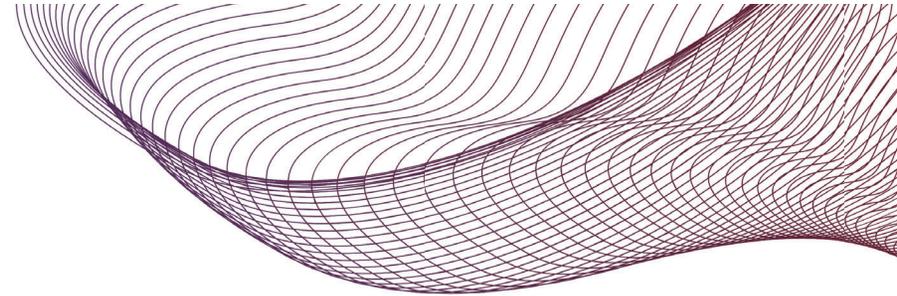
Presented by: William Deck, Founder and CEO of MindBusiness LLC.



# Our Agenda

## Topics

1. Introductions
2. Sponsor Acknowledgments
3. About Us
4. Credentials
5. Why Do High Performers Struggle?
6. Executive Identity Explained
7. Pressure and Identity Gaps
8. Action-Based Solutions
9. Final Thoughts and Closing Remarks
10. Contact Us



# ABOUT US

**William is the creator of Leadership Peace™, an Executive Identity Transformation Program designed for Director and VP-level leaders operating under intense personal and professional pressure.**

**His work supports leaders in overcoming imposter syndrome, resolving burnout, and developing an authentic executive identity so they can finally feel safe in their own success.**

**As a speaker, William delivers a compelling blend of insight, lived experience, and identity-level strategy. His message resonates with leaders and organizations seeking not only improved performance, but sustainable, aligned leadership that endures.**



## **Credentials**

- 1 15+ years of corporate and nonprofit consulting, sales, leadership and workforce development experience.**
- 2 10+ years of experience coaching senior leaders across several industries.**
- 3 EQi (Emotional Intelligence) certified executive coach.**



**Why Do High Performers Struggle After Promotion?**

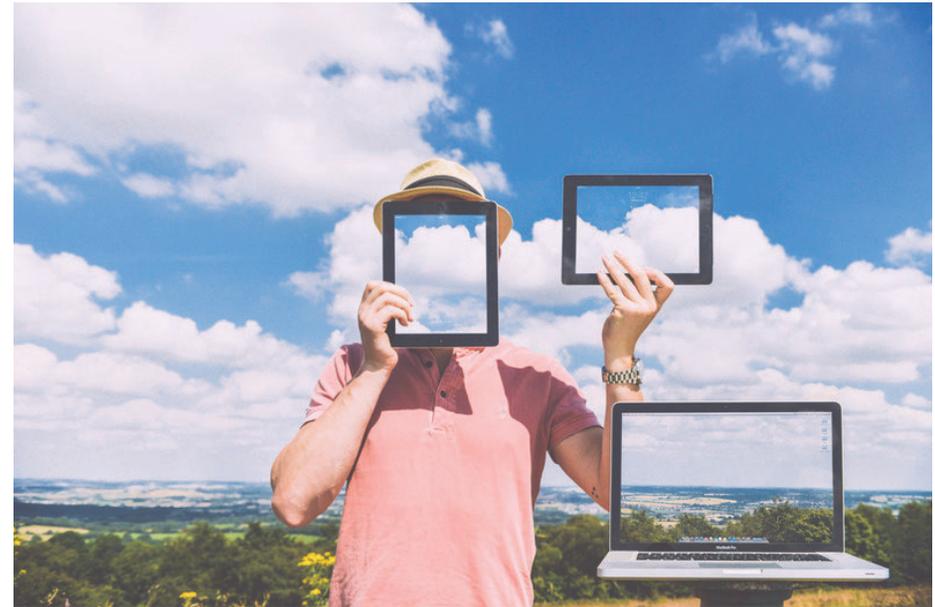
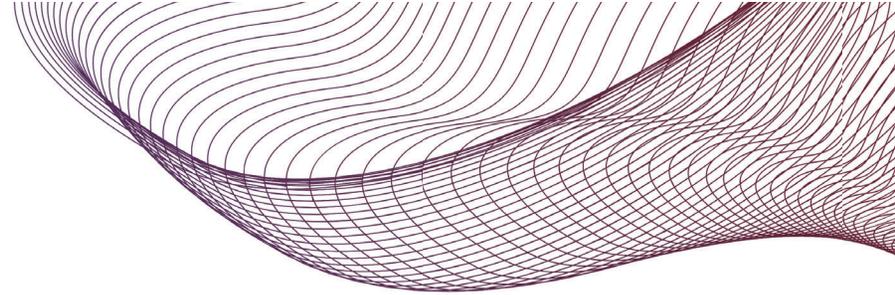


**One Word: *Identity***



# What is Identity?

Identity is an *unconscious* belief that is comprised of our habitual thoughts, emotional triggers and behaviors.

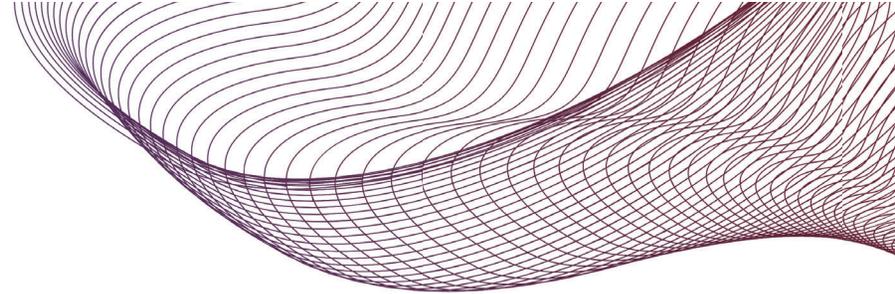


# Why Executive Identity?

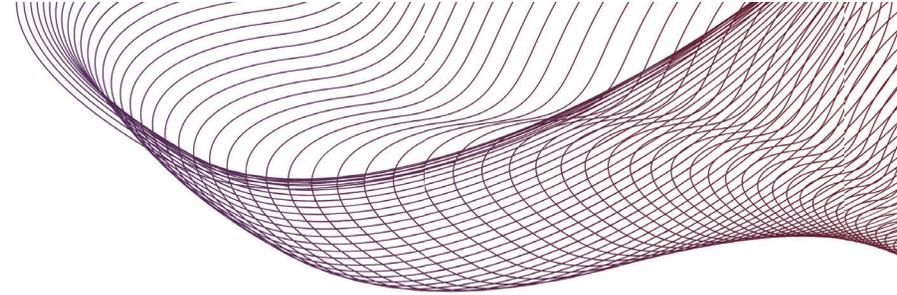
Many leaders are carrying the silent weight of expectations that no one sees or understands.

- It comes with:
  - Increased visibility
  - Elevated expectations
  - Political complexity
  - The pressure to prove yourself

And all of a sudden, your inner critic gets loud..



# The Hidden Executive Reality



As you climb the career ladder, the pressure to perform increases:

- Your tone carries more weight.
- Your emotional stability affects culture.
- Your presence impacts the psychological safety of your team.
- You begin to doubt your ability to perform.

These are key contributing factors that create an **IDENTITY GAP**.



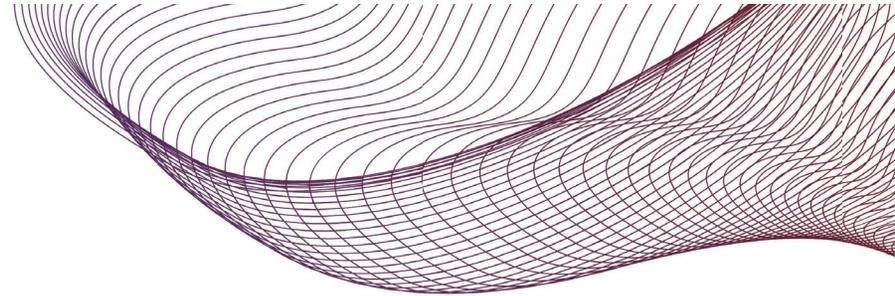
# The Identity Gap

The limiting beliefs that make new, better lived experiences feel UNSAFE.

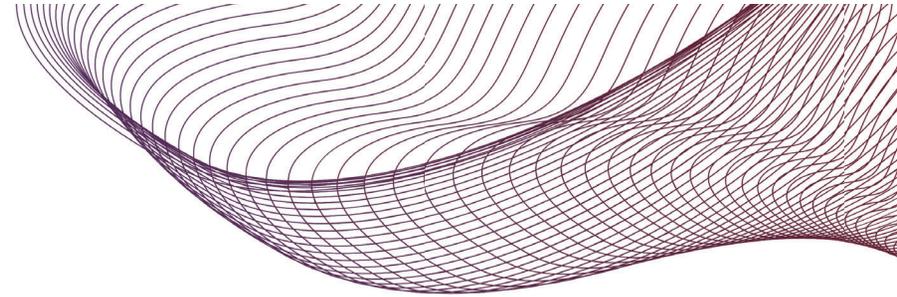
Leads to:

- Overthinking
- Imposter syndrome
- Overworking to compensate
- People-pleasing
- Emotional reactivity

All of a sudden, you begin to feel the pressure to perform.



# What Pressure Does to Leaders



- Pressure triggers SURVIVAL patterns:

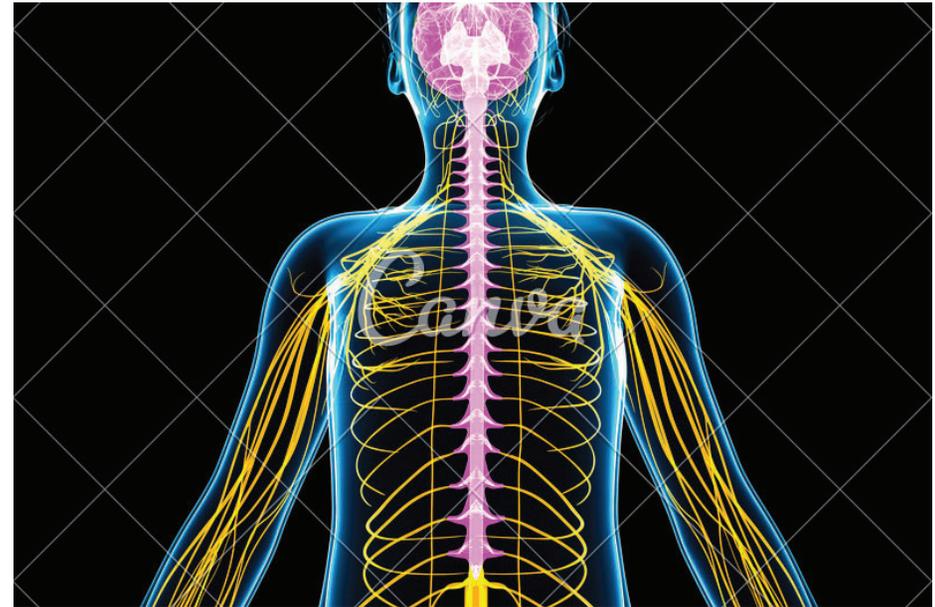
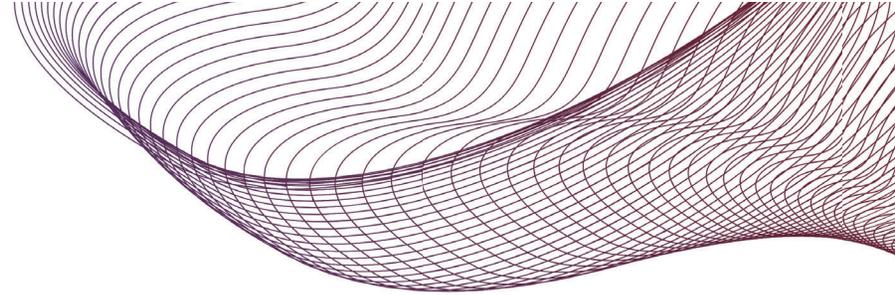
- Living in fight-or-flight mode
- Perfectionism
- Avoiding difficult conversations
- Paralysis by analysis
- Controlling outcomes

And over time, these invisible pressures can make you feel unsafe in your own life.



## **Nervous System Regulation is the Goal**

- **If you don't feel safe, then you cannot be your most calm, confident and creative self.**
- **It's time for you to finally feel safe in your on success.**



**How Do I Develop a  
Calm, Confident and  
Decisive Executive  
Identity?**



# Step 1: Answer the Key Questions

In order to find peace and purpose, there are three questions that every person must answer:

1. Who am I (beyond titles)?
2. Where am I (in my life mentally and emotionally)?
3. What am I going to do next (what's my plan of action)?



## Step 2: Identifying the Voices

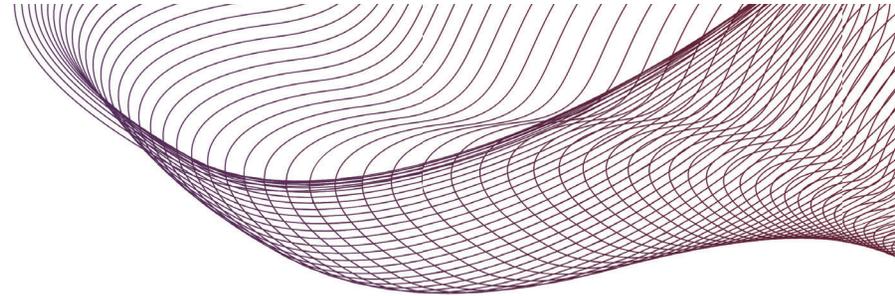
**We must identify the voices of our limiting beliefs. These voices tend to sound like:**

**“I’m not doing enough.”**

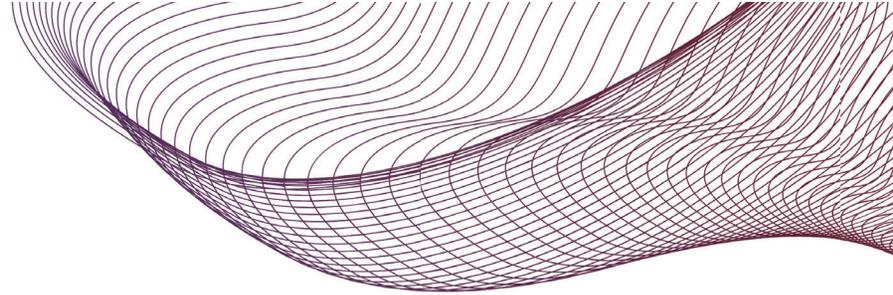
**“I don’t have enough.”**

**“I don’t deserve it.”**

**From there, we can correlate each voice back to our habitual thoughts, feelings and behaviors.**



# Step 3: Interrupt the Old Patterns

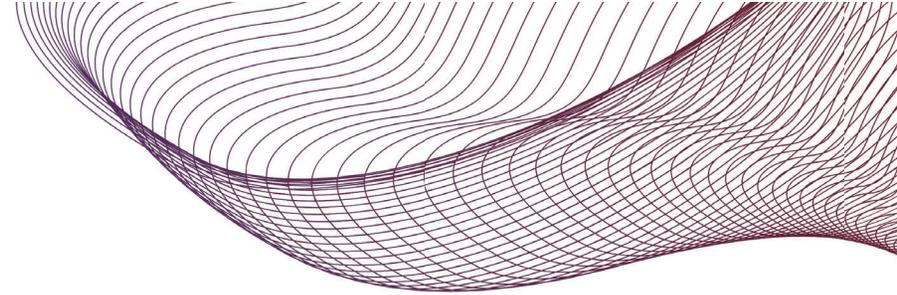


Decide how the new, executive you want to think, feel and behave under pressure each day (identity architecture).

- **Thoughts**; When I make a mistake at work, how do I speak to myself?
  - *Mistake vs. Opportunity*
- **Feelings**: How do I consistently choose to respond to work pressure?
  - *Anxious vs. Calm*
- **Behaviors**: What are my daily non-negotiables for peace each day?
  - *Breathing exercises, gym, prayer, affirmations, etc.*



# The Essence of the Journey



Your leadership will evolve from:

- **Overthinking** → **Decisiveness**
- **Silent doubt** → **Grounded confidence**
- **People-pleasing** → **Clear boundaries & leadership authority**
- **Performance pressure** → **Authentic executive presence**
- **Emotional reactivity** → **Emotional stability & composure**
- **Identity gaps** → **Identity alignment with the new role**



## Small Group Breakout Session

***Where does self-doubt still show up in my leadership journey?***

- Be honest with yourself, as there are no wrong answers
- Write down your thoughts
- We will give everyone an opportunity to share their responses with the collective (not required)



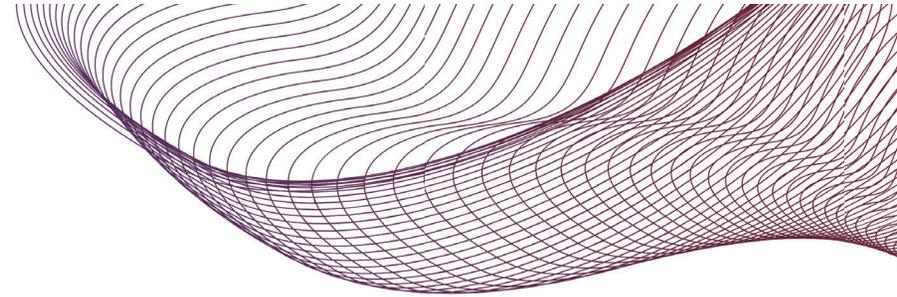
# Final Thoughts

1. Our external life is a delayed reflection of our inner life. We always manifest what we believe in our hearts.

2. We build ability by testing the limits of our ability, and this requires intentionality. Therefore, all of your dreams and goals exist on the other side of F.E.A.R!

3. If you do what is easy now, your life will be hard in the future.

If you do what is hard now, your life will be easy in the future. Your job is to pick which hard you want to experience.



# CONTACT US

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William's LinkedIn Profile

