# ARCHER Certification

## A First-Steps Guide Toward Harnessing The Power Of Your Story

# Why is your story so important?

In leadership, **your personal story has more impact than you may think.** It is more authentic than your brand message and connects even deeper with those you lead. It is at the heart of why people choose you.

A compelling story connects deeply with your ideal clients, sets you apart, and fuels sustainable growth.

At Growth Advocate®, we developed the **ARCHER Certification** to draw out the story that is already driving you. This guide introduces our proven four-step framework to craft a story that resonates and drives results.

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# What's inside.


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# What should you expect from this guide?

This guide introduces our proven four-step framework **to craft your personal leadership story which in turn helps you identify and connect with your ideal clients and your ideal team members.**

# Why Your Story Matters.

# 4 Huge Reasons:

1 **Align Your Team:** A shared narrative reduces turnover costs by up to 150% by motivating your team toward a clear purpose.

2 **Build Loyalty:** A clear brand story fosters trust, turning clients into advocates (33% trust referrals over expert opinions).

3 **Attract Ideal Clients:** 42% of customers are willing to pay more for a welcoming brand experience built on authenticity ... which begins with leadership.

4 **Boost Revenue:** A winsome, consistent client experience can generate 5.7 times more revenue. This the natural outcome of your powerful story.

# How To Begin.
# In 4 Steps.

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# 4 Part ARCHER Methodology

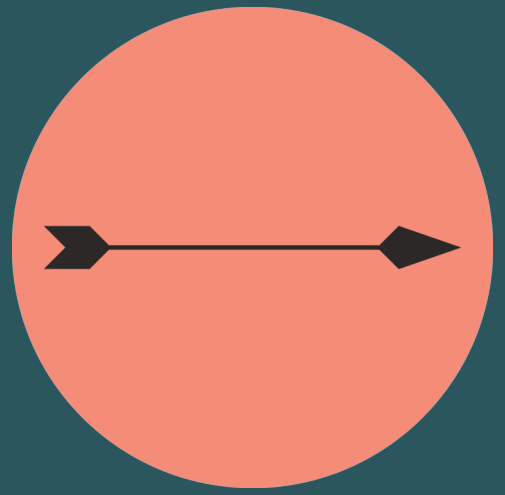
## ARCHER

WHY:
The stories that drive us.

## BOW

HOW:
Our mad-skills and competencies.

## ARROW



WHAT:
Our singular value proposition

## TARGET

WHO:
Our ideal client.

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# ARCHER

**Make progress right now!**
Write a short paragraph, a story from your childhood that made a great impact on you. It might be a story of failure, success, mentorship, or an influential event. It connects with what still gets you out of bed every day to go do the amazing things you do.

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# BOW

**Make progress right now!**
What natural abilities do you have that have uniquely qualified you for your present work? This short list of skills and strengths point to HOW you go about delivering your value-magic every day.

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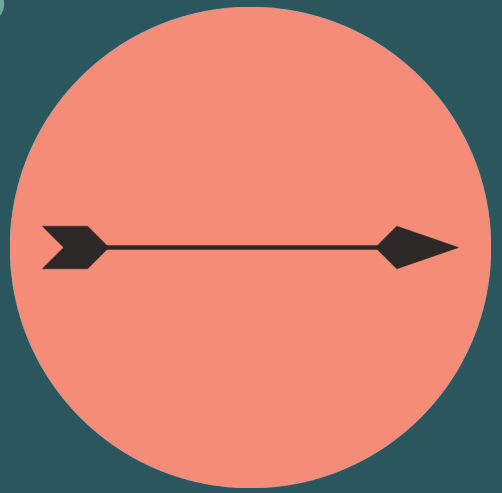

# ARROW

**Make progress right now!**
How do your clients often introduce you to others, in other words, how do they identify your unique value in the world? This is deeper than the product or service you deliver, it is much more about how you always create a positive impact in the lives of others.

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# TARGET

**Make progress right now!**
There is a person out there with whom you always connect, you always have impact with, you always sense a deeper connection ... how do you describe them? This is the beginning of understanding the power of your story and the power of knowing your ideal client profile.

**Progress!**
The results of these 4 brainstorming sessions on the previous pages have started to create the building blocks you need for your authentic brand story.

**Now we just need to expand them, discover the power behind them, and then put them all together!**

# Putting It All Together

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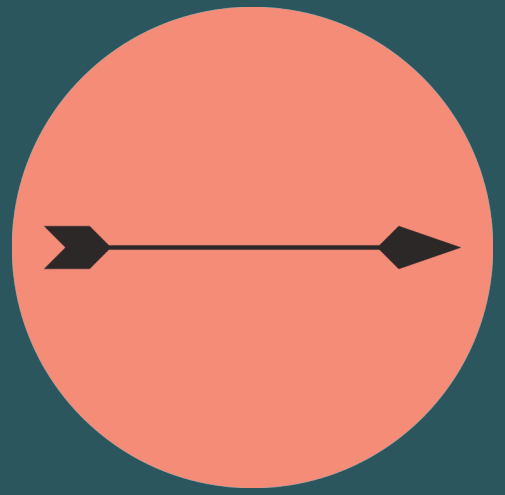
# Story Script

**"When I was X years old I ..."** Simply tell one of your personal stories. No warm up, just jump in. Add details that help us join you in the story.

**"What I learned from that moment was ...."** Describe one of your strengths.



**"This helps me serve deliver ..."** Insert your personal value-magic here. It may be very short, it is not bullet-points.

**"To ..."** Describe the ideal client profile you have already created.

**Repeat often.**
ARCHER Certification encourages you to roleplay your story-telling over every team meeting for several weeks or months to allow the process to mature for both you and every leadership team-member.

# Things To Avoid

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# Please Do Not.

1. **Do not bog down** trying to create perfect language. Your first efforts are always the breadcrumbs to follow down the trail.

2. **Do not bog down in micromanaging** the exact phrasing of your Arrow or Target language to begin with. This may take some time to refine.

3. **Do not let anyone opt out.** Everyone on your team from the janitor to the CEO has a story that needs to be heard.

4. **Do not forget to celebrate!** The ARCHER methodology encourages you to applaud and cheer for everyone's contribution.

# Get Help From A Growth Advocate®

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# Here To Help.

H.B. Pasley
Founder

At Growth Advocate®, **we empower service-based businesses** with over 40 years of leadership expertise from founder H.B. Pasley. Our mission is to deliver strategic tools and innovative approaches that drive sustainable growth.

By attaining your **ARCHER Certification**, you'll gain the skills to craft a brand story that attracts clients and drives lasting success. We look forward to meeting you.

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Edy Herrera
Director,
ARCHER Certification

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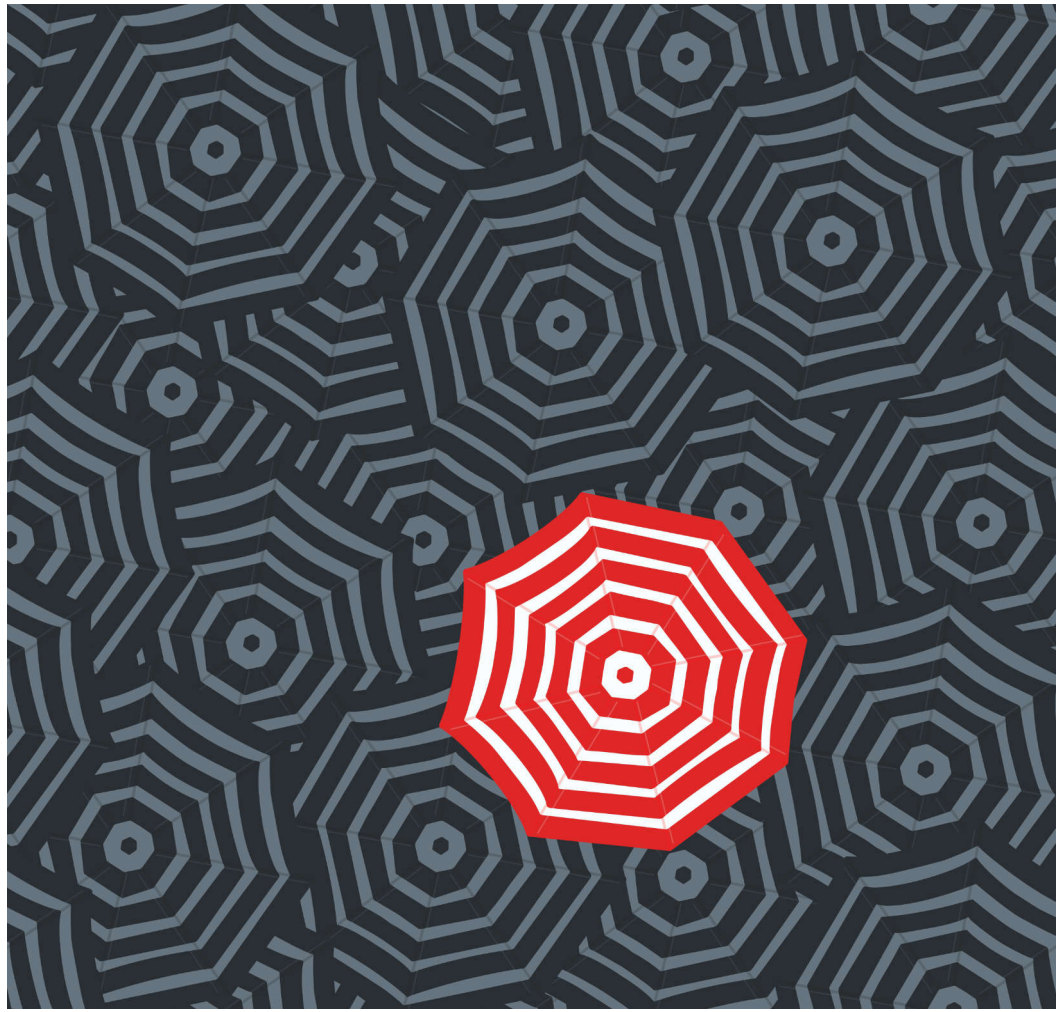
# Boutique.



## ORGANIC.

You can already tell that an expert guide might be necessary to help you take this to the next level. This has only been an introduction. **We should talk.**

## ORGANIZATIONAL.

You might be shocked at the impact the ARCHER Certification can have on your leadership team and your sales force. **We can help you systematize it for your whole company.**

# Case Studies: Real-World Success

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1

# Case Studies:

**The project summary:** Improving leadership effectiveness within the A21 Counter-Trafficking organization.

## Challenges:

Need to improve executive coaching, communication and leadership skills.

## Solution:

We made a personal investment into the client focusing on harnessing their personal story and increasing awareness of "self and others" in the leadership journey.

## Testimonial:

**"They delivered an out-of-the-box program ... real development and mentorship that sharpens. I'm far sharper today because of Edy's program and personal support. "**
*- Allen, Leader, A21 Campaign*

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# Beneficent®

Learn how to pay for long-term care.

## 2 Case Studies: BENEFICENT

**The project summary:** Using a Brand Audit and Brand Strategy upgrade to make marketing dollars more efficient, and increase lead-flow.

## Challenges:

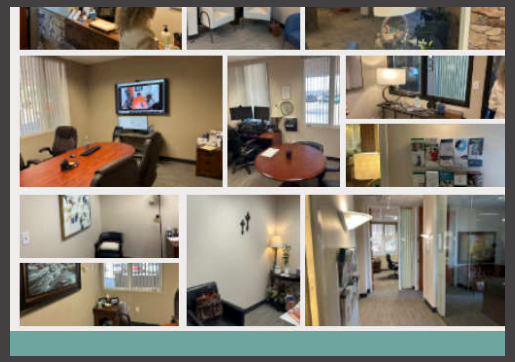
The client had reached a growth plateau after years of success, and lead-flow was not increasing.

## Solution:

We worked together to **refine their target audience and map a 12 month brand strategy** to increase their impact on their ideal client.

## Testimonial:

**"I was not confident in our marketing plan, but after this audit and brand guide creation we now know how to focus our efforts and avoid wasted expenses."**
*Stacy, Owner*



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# 3 Case Studies:

**The project summary:** Helping key leadership in the USMC facilitate better team culture and engagement during organizational change.

## Challenges:

Challenging cultural and personality differences during **organizational changes** made leadership a complex challenge.

## Solution:

We provided custom solutions to **increase understanding of archetypal personalities** and how to maximize performance across different organizational cultures.

## Testimonial:

**"Edy's approach delivers a risk-free approach to enhancing productivity and relationships within an organization!"**
*John, United States Marine Corp*

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C12™

# 4 Case Studies:

**The project summary:** Helping other coaches who work with executives and larger organizations maximize their leadership potential.

## Challenges:

As a leadership coach it is hard to stay on top of your game ... the client needed some **outside perspective** from somone with experience and improvement tools.

## Solution:

We created a **custom coaching experience** that would draw out the client's best story and leadership strengths for the exact issues they were facing.

## Testimonial:

**"Edy's program helped me in helping me see who I am, and then helping me envision a positive future in my leadership coaching.**
*Randolph, C12 Leadership Coach*

C12 GROUP®

# Let's Create Experience!

Your story is the heartbeat of your leadership journey and the driver behing your work. It’s how your customers see you and what keeps them coming back. Think of it as the reproducing DNA of your life—the essence of thevalue you bring to the world.

> “Businesses with a cohesive brand story experience up to 23% higher revenue growth” (based on industry trends).

# Contact Us.

**Ready to transform your brand?**
For customized branding solutions or to learn more about *ARCHER Certification*, schedule a first conversation today. Our first conversation will be easier than you think.

Call: 719-633-2515, or

**Schedule A Conversation**

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