



AMBER WAUGAMAN

EXECUTIVE LEADERSHIP COACH

# Reflected Best Self

Adapted from University of Michigan

Understand how others perceive you:  
what your strengths are, what your  
weaknesses are, what career they  
see you in



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# Hi there!

My name is Amber Waugaman and I'd like to commend you for taking this step to know and understand yourself better. I've helped many clients go through this exercise and it's powerful every single time.

I became an Executive Coach after working full-time in the corporate world for 14 years. Firsthand, I witnessed poor, ineffective, dysfunctional, & toxic leaders. I started informally providing counsel and advice to leaders, friends, coworkers, and acquaintances. Luckily, along my journey, I had some amazing mentors and leaders who provided me with crucial leadership skills.

Employees tend to leave managers, not organizations. Did you know that over 60% of companies provide NO leadership training or development? It's no wonder that ineffective leaders are running rampant. It's not their fault - we promote them and then throw them to the wolves!

A common misconception is that an "Executive Coach" is only for executives. I want to clear that up: an Executive Coach is a workplace coach focused on developing highly-effective transferrable skills in leaders and employees. You do not need a leadership title to exhibit highly-effective behavior. In fact, udemy reported in their 2022 workplace learning trends report that businesses that extend leadership training to **all** employees, regardless of managerial aspirations, are **4.2x** more likely to **outperform** those that don't in terms of revenue growth, operating margin, and return on equity. The ROI is there and it shouldn't be overlooked.

Keep an eye on your emails for my monthly insight newsletter and other valuable information that will help you with your professional development journey.

Celebrating & supporting your ongoing growth & development,

[Schedule a free consultation](#)



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## Instructions

Make a list of ~10+ people you'd send this to from all areas and times of your life: current coworkers, old coworkers, friends, family, significant other

Share your WHY with them. Why are you doing this survey? How will it help you? *Ex: "If you are getting this survey it is because I value your feedback as I embark on my next steps/chapter."*

Clarify if the feedback will be anonymous to encourage candor.

Select 8-10 questions from below. Make the survey in Google Forms, Survey Monkey, Typeform, or another program.

Thank everyone!

Send reminders for responses.

Evaluate information & look for themes. Use this to write your unique value proposition.



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## Process



### Solicit Feedback

Send these questions to family, friends, colleagues, mentors



### Review Feedback

Compile responses, analyze and look for themes (use a Coach to help you)



### Self-Reflected Portrait

Leverage strengths and values for a competitive advantage  
Plan a strategy to manage your blind spots  
Develop personal mission statement  
Create personal development agenda and action plan  
Write your unique value proposition off of information gleaned



### Additional Resources

[Official Reflected Best Self](#) (University of Michigan)

[HBR article: How to Play to Your Strengths](#)

[Podcast: Know the Real You Better](#) (Jordan Harbinger/Adam Grant)



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## Example Questions

- If you had to describe me in 3 words, what would they be?
- What do you think I value most or am most passionate about?
- From knowing me and observing me, what do you think are my greatest talents and strengths (qualities, characteristics, and/or skills)?
- Can you provide any specific examples or anecdotes of me using those talents / strengths / qualities?
- Please relate a short story or two of when you have seen me at my best. What most impressed you?
- What are my areas of growth (zones of improvement/ blind spots) *eg. "Mary loves so many things, she gets spread too thin/could be more focused, which would help her to achieve her goals..."*
- From what you've experienced and noticed about how I interact with people, how would you say I make you / others FEEL?
- Fill in the blank: I can always count on [name] to \_\_\_.
- Fill in the blank: I can never count on [name] to \_\_\_.
- During this period of growth, is there anything else you've noticed or want to share that might support me in my process of self-discovery? How have you noticed that I've grown or changed (for better/worse) through the years?
- If I were an animal, which would I be and why?
- What are my top 3-5 strengths (qualities, characteristics, and/or skills) and describe why/examples/anecdotes when applicable. *eg "One of X's top strengths is her drive / persistence - she follows through on everything she starts, like the time when..."*
- What problems in the world could use someone like me to help solve them and why?
- If I had 3 lives/ careers - what would you see me doing in them?
- Career fit: What could you see me doing, if I could do anything - where I might be happiest/best suited in terms of career? *eg. "An academic mentor because X is very supportive and loves to work with children"*
- Everyone knows this about me...
- My objective next is \_\_\_\_, do you have any connections / advice that would be helpful for me?



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As with everything,  
I'm involved in your  
progress.

If you implement  
this, let me know  
how it goes for you.

**I'd love to hear!**

[amber@awcoach.co](mailto:amber@awcoach.co)

Interested in coaching for yourself or your organization? [Schedule a free consultation](#)