

YOUR AUTHENTICITY FORMULA

A reflection and action tool for living and leading as your real self.

When you're grounded in your authenticity, you make better decisions, build trust faster, and feel more like you. This tool helps you define what authenticity really looks and feels like so you can lead from that place more often.



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HOW TO USE YOUR AUTHENTICITY FORMULA

A Note from Becky

When I was a guest on the Ellevote Podcast, the conversation kept coming back to authenticity. I'll be honest- I don't use that word a lot. It's overused and its impact has become diluted. But the experience of authenticity? That's everything. It's at the heart of my work—helping leaders know who they are (not who they *think* they need to be) and how lead from that place more often.

I believe structures sharpens clarity. That's why I created a simple, powerful tool to help you define your own authenticity—and recognize what it feels like when you start to drift. Not as a concept, but as something you can feel and return to in the moments that matter.

Overview: This Formula is the Shortcut Back to You

Authenticity isn't abstract. It's specific, actionable, and entirely yours to define and this tool helps you name it, claim it, and return to it when it matters most in these three steps:

1. **Spot Your Authentic Signal Moments:** Notice when you're at your best- feeling clear, grounded, and true to yourself.
2. **Distill Your Authenticity Formula:** Capture the core elements of who you are- your beliefs, feelings, and behaviors in a clear, actionable formula.
3. **Recognize and Reverse the Drift:** Identify early signs that you're moving away from your authentic self and use your formula as a guide to realign quickly.

Your Anchor in Tough Moments

Whether you're making a big decision, stepping into a high-pressure moment, or realizing you're shape-shifting to please others, use this simple framework to realign and lead from your most grounded, powerful self by asking:

- Am I believing the best about myself?
- Do I feel the way I do when I'm aligned?
- Am I showing up the way I defined?
- If not, what small adjustment brings me back into alignment?

HOW TO BUILD YOUR AUTHENTICITY FORMULA

Part 1: Spot Your Authentic Signal Moments

Start by identifying moments when you felt most like you—clear, grounded, and strong. Choose 1–2 moments and write down a few key elements that stood out. Think of this as gathering data on your most aligned state and answer:

- What were you doing?
- Who were you with (or not with)?
- What emotions were present?
- What felt easy or natural?
- What was the tone of your inner voice?
- What didn't you second-guess?

Part 2: Distill Your Authenticity Formula

Now, zoom out. Use your reflection to spot the patterns of your most authentic self. What does your most authentic self actually believe, feel, and do? Capture them in this simple formula:

I am authentic when:

- I believe that I am: _____
- I feel: _____
- I show up by (define behaviors): _____
- I know I'm in alignment when: _____

Part 3: Realize Your Drift

We don't usually make one big leap away from authenticity - it's often a slow slide or subtle shift. What does it look like when you drift from authenticity? Name the warning signs so you can catch them early.

When I'm not being authentic...

- I start believing: _____
- I feel: _____
- I tend to (unhelpful behavior): _____
- It costs me: _____

When I notice the drift... I return to alignment by: _____

3 EXAMPLES OF THE AUTHENTICITY FORMULA

The Grounded Leader

Authenticity Formula

- I believe that I am: clear-minded, wise, and capable
- I feel: calm, open, and focused
- I show up by: listening deeply, making intentional decisions, staying present
- I know I'm in alignment when: I don't need to prove anything- I trust my gut

Recognizing the Drift

- I start believing: I need to take control or things will fall apart
- I feel: tense, rigid, suspicious of others
- I tend to: micromanage, overprepare, avoid slowing down
- It costs me: trust, energy, and my ability to lead with vision

The Visionary Builder

Authenticity Formula

- I believe that I am: creative, bold, and resourceful
- I feel: energized, playful, and empowered
- I show up by: sharing big ideas, inspiring others, and taking meaningful risks
- I know I'm in alignment when: I feel lit up and things flow easily

Recognizing the Drift

- I start believing: I should play it safe or wait for permission
- I feel: stuck, anxious, disconnected
- I tend to: overthink, second-guess myself, or play small
- It costs me: momentum, innovation, and my confidence

The Compassionate Connector

Authenticity Formula

- I believe that I am: thoughtful, impactful, and human
- I feel: connected, generous, and purposeful
- I show up by: holding space for others, speaking truthfully, and asking curious questions
- I know I'm in alignment when: I feel both seen and see others clearly

Recognizing the Drift

- I start believing: I need to be what others expect me to be
- I feel: scattered, invisible, resentful
- I tend to: people-please, withhold my real thoughts, avoid conflict
- It costs me: my voice, my boundaries, and authentic relationships

WANT HELP DEFINING WHAT AUTHENTICITY LOOKS LIKE IN YOUR LIFE OR BUSINESS?

You've got the full formula right here- no gatekeeping.

If you want high-impact support bringing it to life, we're here for that too. Solving is core to Vivica Partners' DNA. Our partnerships help leaders get clear, pressure-test what matters, and recognize the earliest signs of drift so they stay anchored and lead from their center.

Let's create **your** Authenticity Formula together.
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