

# THE ALBINO



# CHAMELEON

The Things That Make You 'You'  
Can Become Your **SUPER POWER!**

**Kirsty Anne Ferguson**

AVIATION'S #1 GLOBAL INTERVIEW & CONFIDENCE COACH

*Kirsty Anne Ferguson*

# Get started on the things that make you '**you**' with this gift from Ben

You will find every question contained in the paperback or e-book - The Albino Chameleon - in this free download .

You will also find space to develop your "this is me" story by collecting your thoughts, ideas, plans and chameleon colours as you continue to build the things that make you 'you'.

Remember, there is no right or wrong, there is simply you and the immense power in knowing what makes you 'you'.



And maybe the odd super power.

If you don't have your book yet, you can purchase it [here](#).

Kirsty Anne Ferguson

THE ALBINO CHAMELEON SPEAKS:



Different by Design.  
Individual by Decision.

REWRITE THE STORY OF YOU

Kirsty Anne Ferguson

- THE START -

## What do I have to offer?

Maybe this page should be last, but it's not, it's right here at the start because starting is everything. Gather your key discoveries about 'you' as you work through these questions and add them here.

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- CHAPTER 2 -

PG 27 - Will you give it a go?

Complete a [www.myersbriggs.com](http://www.myersbriggs.com) or  
[www.discprofile.com](http://www.discprofile.com)

Write down 8 things you discovered about yourself or rediscovered.

This is your 'innate attributes' list.

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- CHAPTER 2 -

PG 31 - How will you arrive?

Register your domain name before someone else does.

Open a LinkedIn Page and start connecting.

Start an Instagram Profile and post, post, post.

Make sure you learn about hash tags, they are important.

## Build a branded Facebook page.

[illegible]

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THE ALBINO CHAMELEON SPEAKS:

Become The Person You  
Always Wanted To Be.  
Commit to One  
Thing &  
Get  
Started  
Now.



REWRITE THE STORY OF YOU

Kirsty Anne Ferguson

## - CHAPTER 3 -

PG 46 - The Comparison Edit - Who do you follow, like, or associate with that does not lift you up, listen, inspire, make you happy or support you unconditionally?

Find them, then block them.

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## - CHAPTER 3 -

PG 50 - Do you use age, time, health or education as an excuse?

If you stopped using those excuses, what project would you start next?

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PG 58 - What feeling do you want people to have when they meet you?

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THE ALBINO CHAMELEON SPEAKS:



Learn How  
to Out-Play  
the Inner  
Self  
Saboteur

- REWRITE THE STORY OF YOU -

Kirsty Anne Ferguson

### - CHAPTER 3 -

PG 64 - Who do I already know that would make a great mentor?

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PG 64 - Which forums can I join that expose me to mentors and thought leaders?

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- CHAPTER 3 -

PG 69 - What relationships do you  
need to reassess?

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PG 73 - What complete stranger  
have you talked to this week?

What did you observe about yourself?

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THE ALBINO CHAMELEON SPEAKS:

Don't Try and Save  
The World,  
**Do One  
Small Thing**  
That Changes  
Something for  
Someone.



REWRITE THE STORY OF YOU

*Kirsty Anne Ferguson*

### - CHAPTER 3 -

PG 76 - Just for laughs, fill in an on-line dating profile.

No need to make it live.

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PG 80 - Who do you trust to tell you the truth constructively, no matter what?

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THE ALBINO CHAMELEON SPEAKS:

Getting it done is always better  
that getting it perfect.  
**Be a finisher.**



REWRITE THE  
STORY OF YOU

*Kirsty Anne Ferguson*

- CHAPTER 3 -

PG 83 - If everything is about relationships, what defines you in relationships?

Allocate each one a colour.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

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## - CHAPTER 4 - Hacks

PG 95 - If you throw the whole idea of a plan out the nearest window?

What is the one step/decision you can take today?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

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## - CHAPTER 4 - Hacks

PG 100 - Could you make short 'real you' video using your phone?

No make up, hair a mess, first thing in the morning.

Then... make it live!

Write out a short script below or a few subject ideas.

[illegible]

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THE ALBINO  
CHAMELEON  
SPEAKS:

The World Will Try to  
Change You.  
You Will Win by **Just  
Being Yourself**

REWRITE THE STORY OF YOU

*Kirsty Anne Ferguson*

## - CHAPTER 4 - Hacks

PG 104 - What's nasty stuff do you need to reframe?

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PG 104 - What new language can you put around that experience?

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## - CHAPTER 4 - Hacks

## Fall In Love With Failure

PG 109 - What have you learned about yourself from your failures?

[illegible]

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## - CHAPTER 4 - Hacks

Be Cheeky

PG 113 - Who are your gatekeepers?

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PG 113 - How will you create opportunities  
to get around them?

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## - CHAPTER 4 - Hacks

### MATURE EFO vs EGO MANIAC

PG 117 - How Would You Attempt To  
Constructively Influence An Immature Ego?

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PG 117 - What Mature Ego Assets Do You  
Need To Cultivate A Little More?

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## CHAPTER 5 -

## Re-Write The Story Of You At Work

## MY 'I'M IN TO ' LIST

PG 129

## What Evokes An Emotional Response In You?

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- CHAPTER 5 -

Re-Write The Story Of You At Work

THE POWER OF WRITING IT DOWN

PG 132 - Q1

If you could do any five things on any one day off, what would they be?

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Q2

If you are at work, with no deadline, what do you choose to do first?

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Q3.

It's your day off again, what are three things you would avoid at all cost?

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Q4.

You are at work, what three things do you dread doing the most?

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Q5.

The last time you cried, what was it in response to?

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Q6. The last you laughed uncontrollably was in response to what?

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Q7.

The last time you felt compelled to comment on Twitter, Insta, LinkedIn or Facebook, what was the discussion?

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Q8.

What was the last thing you donated to or volunteered for?

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*Rushing about being busy  
or cruising around being  
creative.*

THE ALBINO CHAMELEON - REWRITE THE STORY OF YOU

*Kirsty Anne Ferguson*

- CHAPTER 5 -

## PG 141 - REPROGRAM YOUR SELF-BELIEFS

- . Perform the ‘Perception Exercise’.
- . Decide which self-beliefs you want to change.
- . Replace the false belief with a new “I Am” statement.
- . Play on repeat.

[illegible]

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## - CHAPTER 5 -

### DO YOU REALLY KNOW HOW YOU ARE PERCEIVED?

PG 144 - Stand up if the 'real you' is being seen.

Understanding how others perceive you is a great  
asset in this quest.

Take a deep breath and give this exercise a go.

#### **Step One**

Select four people, from different areas of your life  
(work, school, sport, family, community etc.)

**Step Two**—Tell them you are performing a 'Perception Edit'  
and would like them to fill in a form and answer some  
questions about you (further instruction are in the Book).

**Step Three**—Gather the results, highlight any consistent  
responses on both the negative and positive side.

PG 147

Q1 - What am I really good at?

*(List 4 specific but different areas.)*

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Q2 - What are my best attributes habits?

*(List 4 specific but different areas.)*

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Q3 - What could I be better at?

*(List 4 specific but different areas.)*

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Q4 - What are my negative attributes/habits?  
(List 4 specific but different areas.)

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*What's the one thing  
you know?*

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[illegible]

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- CHAPTER 5 -

## THE BIG QUESTION—WHAT DO EMPLOYERS WANT?

## PG 155 - What Are The Core Cultural Values of a Company You Would Wish to Work For?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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THE ALBINO CHAMELEON SPEAKS:

Never Let  
an Employer  
Control How  
You Feel  
About  
Yourself,  
They Have  
Not Earned That  
Privilege.



REWRITE THE STORY OF YOU

*Kirsty Anne Ferguson*

- CHAPTER 6 -

## READY TO FINISH YOUR STORY?

PG 160 - 162

## This Is Me / Career Brand Attributes

## What Attributes Have You Selected?

[illegible]

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- CHAPTER 6 -

## BLOGGING / VLOGGING

PG 169 - 170

## What will you Blog or Vlog about?

[illegible]

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- CHAPTER 6 -

## FINDING THE DISRUPTER IN YOU

## The Next Time You Hear

“That’s the way we have always done things”

Take that as a challenge.

## PG 177 - What Needs To Change?

(In Your Work& Personal Life)

## Is There Is A Better Way?

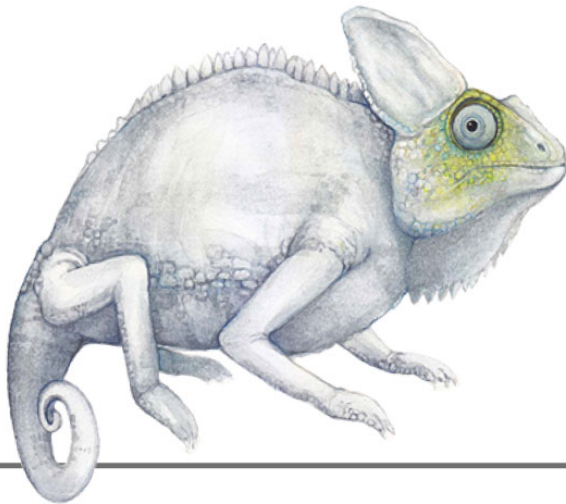
## Am I Ready To Take It On?

[illegible]

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THE ALBINO CHAMELEON SPEAKS:

Everytime Someone Says You  
Can't, **Cross Off The "T"**.



REWRITE THE  
STORY OF YOU

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- CHAPTER 7 -

## I'M NOT IN SALES OR MARKETING

PG 184 -

## When Was The Last Time You Made Someone Feel Something, Anything?

## What Was The Topic Of Conversation?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

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- CHAPTER 8 -

## CHAMELEON TAKE AWAYS

Kirsty Anne Ferguson

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### **Instagram**

‘The Albino Chameleon Speaks’

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kirstyanneferguson

@kirstyanneferguson

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#kirstyanneferguson

#pinstripesolutions

A handwritten signature in black ink that reads "Kirsty Anne Ferguson". The signature is written in a cursive, flowing style with long, sweeping lines.



THE ALBINO CHAMELEON SPEAKS:



Making  
Mistakes and  
Taking Risks  
Teaches  
**Tenacity.**

REWRITE THE STORY OF YOU

Kirsty Anne Ferguson



[www.kirstyanneferguson.com](http://www.kirstyanneferguson.com)  
Coach - Author - Connector

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*Kirsty Anne Ferguson*