

## COURSE SYLLABUS

# Reputation Architecture for Cybersecurity Professionals

### Master the Five Domains of Reputation Architecture

As a cybersecurity professional, your expertise is critical—but in a competitive field, being skilled isn't always enough. You need to be seen, heard, and trusted. That's where the **Imperfect Action: A Strategic Approach to Reputation Architecture for Cybersecurity Leaders** program comes in. This course is designed to help you master the five domains of reputation architecture and turn your knowledge and experience into a reputation that opens doors.

**Mindset:** Building confidence & tackling imposter syndrome.

**Purpose:** Clarity & positioning

**Superpowers:** Your unique strengths & differentiators.

**Kingdom:** Your network & visibility strategy

**Journey:** Roadmap to setting & achieving your goals

### Week 0 | Welcome Video

**A welcome video** providing everything you need to get started:

- Overview of learning platform
- Walkthrough of Notion workspace
- Overview of Syllabus

**Homework:** Create your own copy of the Notion workspace; Set one big intention for the course

### Week 1 | Mastering Mindset

**Live class meeting:**

- Overview of the 5 domains of reputation architecture
- Discussion on building confidence and tackling imposter syndrome

**In-Class Activity:** Journal prompts on limiting beliefs and imposter syndrome

**Homework:** Complete 1:1 interviews (questions provided)

## Week 2 | Discovering Your Superpowers

### Live class meeting:

- Discussion on core values and Ikigai

**In-Class Activity:** Journal prompts on core values and Ikigai

**Homework:** Complete 1:1 interviews - continued (questions provided)

## Week 3 | Establishing Purpose: Clarity and Positioning

### Live class meeting:

- Overview of audiences and formats
- Discussion on context and positioning

**In-Class Activity:** Set up an audience matrix

**Homework:** Finalize and implement outputs from 1:1 interview outputs

## Week 4 | Your Network and Visibility Strategy

### Live class meeting:

- Overview of the main visibility channels
- Defining target audiences and aligning messages

**In-Class Activity:** Identify top 1-3 visibility approaches

**Homework:** Develop list of materials you want to create in class next week

## Week 5 | In-Class Workshop

### Live class meeting:

- Working session to develop and get feedback on public-facing materials

**In-Class Activity:** Develop first draft materials and input into Content Hub

**Homework:** Review and implement feedback on materials

## Week 6 | Mapping Your Journey

### Live class meeting:

- Overview of planning frameworks

**In-Class Activity:** Complete quarterly plan in Notion workspace