

GET Clear on your Leadership Brand



A Leadership Brand Statement

A leadership brand is a statement that expresses your identity and the value you offer as a leader. It is knowing the impact you want to make. It evolves from core beliefs/values, individual characteristics, your natural tendencies and priorities, how you work effectively with others to produce results, your strengths and how you present yourself. It is who you want to be known for and remembered for once you retire.

The value of a leadership brand is that it differentiates you and gives focus to your actions – how you communicate, make decisions, handle challenges, develop people and more. A true leadership brand will broaden and deepen your impact on the business and the people you lead.

INSTRUCTIONS

In the next pages you will be answering a multitude of questions about yourself. This is not a process to be rushed, instead its about deep reflection as to who you are and what your motives or intentions are as a leader, and what drives you. Take time to develop your answers. Walk away and return to read it again and make adjustments as you continue to think thorough who you are and why you choose to be a leader.

Supporting, but not required assessments include a DiSC, Myers-Briggs, Emotional Intelligence, Strengths Finders, and The Six Types of Working Genius.

YOUR NAME:

LEADERSHIP ROLE:

DATE:

Your Leadership Purpose

Understanding one's purpose for being a leader is critical to developing and living by a leadership brand. It's your why! It's how you intend to show up as a leader – the difference you will make in the lives of the people you lead and the organization you work for.

To discover your purpose and intention answer the following questions:

Why do you want to be a leader? What is your intention?

What do you want to accomplish as a leader?

What impact do I want to make on my organization? My team?.

My Leadership Purpose is



Personal Core Values

Personal Core Values are your core beliefs about what is essential. These values highlight what you stand for and represent your unique individual principles on how you live life. They help you to focus and align your life and leadership choices.

- Values are inherent in our being
- They guide your behaviors and actions
- They are important in the way you work and live
- They help you to make the “right” decisions
- They are the foundation that supports your Leadership Brand and growth

Below are some examples of core values. This is a simple list and in no way fully represents all core values. As you identify yours, ensure they are truly core and not aspirational:

Authenticity	Dependability	Kindness	Recognition
Achievement	Determination	Knowledge	Respect
Accuracy	Excellence	Leadership	Responsibility
Adventure	Fairness	Learning	Security
Authority	Happiness	Love	Self-Respect
Balance	Health	Loyalty	Simplicity
Boldness	Honesty	Mastery	Service
Compassion	Honor	Meaningful work	Spontaneity
Community	Humor	Openness	Stability
Courage	Humility	Optimism	Strategic
Creativity	Independence	Peace	Trustworthiness
Curiosity	Influence	Positivity	Wealth

Defining Your Core Values

Instructions: Values are not created, they are discovered and revealed because they are the essence of who you are. They are what you stand for. Using both personal life and work/career examples complete the following steps

Step 1: Think about times when you were at your peak – when you are at your best. A major personal or business success. Think about how it felt to be in alignment with everything around you – Describe these experiences in detail – tell your story!



Step 2: Now, think about the description you just wrote, and describe how you felt during those times. What got you to this peak place? What brought about those successes? What values were you honoring?

Step 3: What's most important in your life? Beyond your basic human needs, what *must* you have in your life to experience fulfillment? What are the personal values you must fulfill or a part of you withers?

Step 4: Next, think about your children, nephews, nieces... What beliefs and personal values do you want to pass along to them?

Step 5: Next, pull out the "core" values that are recognizable from step 2, 3 and 4, and write them below. All, of them. If you have 40, write them all down.

Step 6: Then group them together into themes. Like learning, growth, and wisdom all relate to each other. Once grouped, select the word (or a phrase) that best represents that grouping based on how you assess it.

Step 7: Then, identify the top three that you know are **most** inherent in all that you are and what you believe. What drives and motivates you to be your best and to succeed. What values are essential to your life and supporting your inner self?

Using the table below complete steps 7

Prioritize your values with #1 being your most important value, #2 next in line...

Step 5: Define your top 3 values from your point of view –Provide a statement that indicates your alignment with that value

Examples:

Passionate about Growth: I stretch myself and partners to be the best by unleashing greatness and true potential

Integrity: I continuously honor commitments I make to myself and others

Balance: I develop the habit of happiness by investing the right amounts of time into the most important areas of my life

Perseverance: I get going when the going gets tough



#	Personal Core Values	Definition Statement
1		
2		
3		

Step 6: Reaffirm your values: Check your top-priority values, and make sure they align with your life, career and your vision for yourself. Answer the questions below.

- When you think of these values, do you feel good about yourself? Do you feel energized? ☐ Y ☐ N
- Would you be comfortable and proud to tell your values to people you respect and admire? ☐ Y ☐ N
- Do these values represent things you would support, even if your choice isn't popular, and it puts you in the minority? ☐ Y ☐ N

Identify Key Personality Traits

These represent your attitude, behaviors, priorities, and actions which make you unique. If you have taken a DiSC profile or Myers-Briggs, the report, once personalized, will provide you with insight.

1. Identify 3 – 5 key personality traits that make you unique.
2. Define your evidence or reasoning for each trait. How do you know that trait represents you?

Examples might include: collaborative, charismatic, energetic, decisive, down to earth, visionary, focused, determined, entrepreneurial, accurate, ...

Key Traits	Evidence /Reasoning



Identify Your Strengths

Identify your top 3 – 5 strengths. You may have taken a *strengths finder* assessment and found that you align with your results. Or possibly results from a 360 assessment, performance reviews that state these strengths over and over, or communication with those you work with who have told you these strengths often.

Examples: strategic, execution, team effectiveness, tech savvy, customer mgmt, critical thinking, problem-solving, realtor,...

Write in your top 3 – 5 strengths in the table below and provide your evidence – where/when have you shown this strength – provide an example(s). Describe the experience and result.

Key Strengths	Evidence

Your Passions

This is an opportunity to describe what is important to you in your life. It is those things that motivate and excite you. Where do you enjoy spending most of your time and why?

Examples: coaching, spending time with people, strategizing, teamwork, innovative...

Passions	Why

What is my strategy to ensure I fulfill these passions consistently?



A Look ahead to Your Retirement Party

Today is your retirement and your boss, colleagues and friends are giving speeches about you - What are they saying?

Write down some bullet points about what you would want to hear them say about you based on how you want to be perceived as a leader.

Creating your Leadership Brand Statement

Once you have completed the reflection work, it is time to create your leadership brand statement. Review the subjects above and look for patterns in your behaviors and thinking – values, strengths, personality traits and passions. Also, what you want to hear others saying about you. These help you to identify who you are and guides you in creating a statement that aligns the leader you choose to show up as.

Guidelines for Your LB Statement

- Echo your voice – the essence of You
- Drive home what differentiates you
- Pinpoint your unique combination of strengths, traits and passions
- Align to your personal core values
- Balance the fine line between boasting and illuminating your unique value
- Keep it focused and short; less is more
- Bold and compelling – eye-catching, engaging, captivating, motivating
- The CEO of You, Inc.

Examples of Leadership Brand Statements

DENISE MORRISON,
CEO OF CAMPBELL SOUP COMPANY
"To serve as a leader, live a balanced life,
and apply ethical principles to make a
significant difference."

AMANDA STEINBERG,
FOUNDER OF DAILYWORTH.COM
"To use my gifts of intelligence, charisma, and
serial optimism to cultivate the self-worth and
net-worth of women around the world."

OPRAH WINFREY,
FOUNDER OF OWN, THE OPRAH WINFREY
NETWORK
"To be a teacher. And to be known for
inspiring my students to be more than they
thought they could be."

To serve as an agent of positive change in
individuals and society through mutual
understanding, critical thinking, and strategic
actions, and in doing so create an example
for others to follow.



Create Your Leadership Brand Statement

This is your professional image and reputation.

Use the space below to work on the brand statement.

Write your completed Leadership Brand here:

Test Your LB Statement

- Is this the brand that best represents who I am, what I stand for and what I can do?
☐ Y ☐ N
- Is this brand something that creates value in the eyes of my team, organization and stakeholders? ☐ Y ☐ N
- What opportunities and challenges am I taking by demonstrating this brand consistently?
- Will I fully commit to and live this brand? ☐ Y ☐ N

Defining Your Board of Directors (BOD)

Who is part of your BOD support team? Identify 3 – 5 individuals

How often will you connect with you BOD members to talk about your progress?

When will you get their commitment to support you?

Managing your Leadership Brand:

*"Be proactive in asserting who you are, what you stand for,
and how you would like to be perceived."*

Sylvia Ann Hewlitt,
Author of Executive Presence

