

The Personal Brand Guide For Leaders

A Step-by-Step
Workbook for Leaders



A Guided Workbook

This ebook serves as a comprehensive guide and workbook specifically designed to help leaders define and refine their leadership brand.

In our formative years we are often taught how important it is to fit in. Yet in leadership and business, it's often what makes us stand out that determines our success.

How you behave, how you interact with others, the reputation you have is unique. But it is often difficult to put a finger on what it really is that makes you different as a leader and identify how to lean into it.

Whether you recognise it or not, you already have your very own leadership brand. Your brand, is, in very simple terms, what you are known for. It is how others see you and what makes you, you.

You never stop developing your leadership approach and it will evolve throughout your career. However you can make a conscious choice to hone your brand in the direction that you want and take intentional action to becoming the leader that you want to be.

An identifiable and positively perceived leadership brand offers huge career benefits. It can enable you to access new opportunities, influence and engage those around you, inspire action and deliver results. However when a brand is perceived as negative, it can close off opportunities and reduce your credibility.

It's important to point out that there is no such thing as the 'right' brand. Even within the same industry and business, great leadership means different things to different people.

In today's world it is common to be thrust into leadership and develop your style iteratively in response to the experiences you have. Yet by doing so you overlook the opportunity to pause and think about the type of leader you're becoming along the way and whether that's who you actually want to be.

The following questions set out in this guided workbook are here to help you think about what makes you the leader that you are and how you can strengthen your identity. They will help you reflect on your existing leadership brand, expand on your thinking, and visualise yourself as the leader you want to be in the future.

Whether you are a future or experienced leader, everyone can benefit from pausing every once in a while to think about what you really want and to identify the actions that will help you achieve it.

This guided workbook will give you the head space to do that.

Build Insight

The first step to strengthening your leadership brand is to understand where you are now.

There are many definitions of great leadership, some of which will resonate with you more than others. It is also likely that throughout your career you will have observed some great leadership and some not-so-great leadership. Take a moment and think, what does leadership mean to you?

Write your answer here...

Some of us choose leadership roles intentionally, whereas others are thrust into leadership unexpectedly. Think about what inspires you to be a leader. Perhaps you are a leader because delivering results through people is important to you. Or maybe you thrive on enabling people to achieve more. What motivates you to lead? Write your answer below.

Write your answer here...

Understanding what values are important to you can help guide you through your career. And if the way you live and work every day isn't congruent with what you value, you'll soon feel out of kilter. In a leadership role, understanding what you value and why will guide your behavior and approach.

Think about what values are important to you in your life as a leader and write them below.

Write your answer here...

We all have positive and negative (mis)conceptions about ourselves and our impact on others. And your brand isn't just about you. In fact a common misunderstanding is that branding is a one-way street. The most successful brands consider their audience and their insight and use it to help them build on their strengths and what works.

To build your awareness of the way you lead and the way in which those around you perceive you as a leader, talk to them and ask for their insight. If you have a coach they will often do this on your behalf to help get honest feedback. Write down the responses to these questions below.

- What three words describe me best?
- What three words describe my leadership style?
- What three things do I do incredibly well?
- What stands out about me and my leadership style?
- What should I do more of?

Write your answer here...

Once you have collated views from those around you, pause and step back. What themes do you notice? Write them down in the space below.

Write your answer here...

Identify Your Brand

Putting the insight from others to one side, what do you believe your leadership uniqueness to be? What do you wish others knew about you? Think about what you contribute to your organization and what strengths you bring.

Leadership insight assessments such as Everything DiSC can be a great tool to help build your awareness so use what you have or ask your coach to help.

Write your answer here...

Jeff Bezos, founder of Amazon famously stated that “your brand is what people say about you when you’re not in the room”. Take inspiration and think about what you want people to say about you. How do you want people to feel following an interaction with you? What do you want to be known for? What qualities would you like others to attribute to you? Write them down.

Write your answer here...

What value do you want to deliver in the next twelve months? What results do you want to achieve? Think about who you want to be, what impact you have right now and what you want to be different. Write it down below.

Write your answer here...

It is common in business to focus on what needs to be delivered rather than what behaviours are necessary to achieve it. Being able to articulate the behaviours that you value will give others an insight into what to expect when they work for you and also a guide as to what's expected. What do you stand for and what will you not stand for? Write your responses below.

Write your answer here...

Look back at your responses to the questions above. Use the space below to craft a short statement that captures your vision. For example 'I am an empathetic, collaborative leader who delivers results'. Use this as your mantra. Writing it down on paper makes it real, but saying it with intention to yourself will bring it to life. Read it out loud every morning.

Write your answer here...

In the box below, note down at least two additional ways that you will remind yourself of your leadership statement/mantra each day.

Write your answer here...

There are often times when you need to describe your leadership approach to others. Think about a situation where you are hiring someone new for your team, how would you describe your leadership style to them? What examples could you give to bring it to life and help them grasp your approach? How has the way you lead been shaped throughout your career? What's your leadership story?

Write your answer here...

Be Your Brand

Knowing who you are and want to be as a leader is good, but it's not nearly sufficient. Your actions and choices every minute of every day need to be aligned with your brand. You are what you do; not in terms of your job title, but your actions and choices and how you operate. Everything you do, every day, conveys a message.

Throughout your day you will face continuous choices; where to invest your time and where to delegate; where to challenge and where to support; when to instruct and when to coach. Your leadership statement/mantra can be used as a framework for how you want to operate in your job and as a tool to help you navigate difficult situations.

Think of a project that you're currently working on and write down three ways in which your leadership statement can guide you.

Write your answer here...

During challenging times, it can be difficult to keep focussed on who we want to be. How will you let your leadership brand statement guide you during times of high pressure and stress? What will you do? Write down at least three things that you can do when the heat is on to stay 'on brand'.

Write your answer here...

It can be easy to fall into the trap of focussing on delivery and de-prioritising your focus on your own leadership. To help you stay on track, identify three people who can hold you accountable and give you periodic feedback. Write their names in the space below.

Write your answer here...

Your leadership brand will evolve over time. Write a date below when you'll reflect and recalibrate. It might be in 12 months or maybe three years, depending on the stage of your career and the rate of change in your professional world. Diarise the date and remember to celebrate what you achieved when you get there.

Write your answer here...

Reflection

Reflecting on this exercise, what new insight did it bring you? Which exercises did you enjoy the most and why? What will you do differently next time?

Write your answer here...

