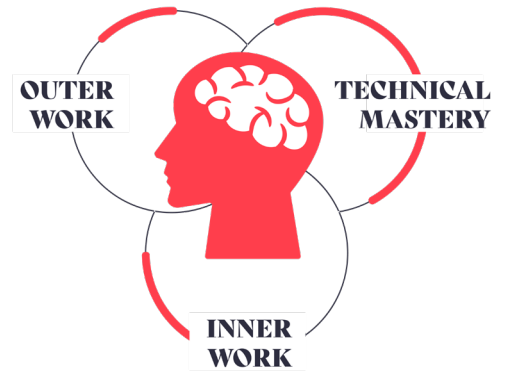


CREATING YOUR LEADERSHIP BRAND



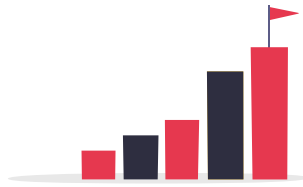
What kind of leader do you want to be? Your leadership brand is a reflection of the Technical Mastery, Outer Work and Inner Work you leverage for success. Use these steps to identify your current brand and define your desired future brand. Once you have a plan to build out your leadership brand, clearly communicate it to key stakeholders so you can ask for ongoing feedback and accountability.

STEP 1

Review these articles

Define Your Personal Leadership Brand in Five Steps

4 Steps to Discovering Your Leadership Philosophy



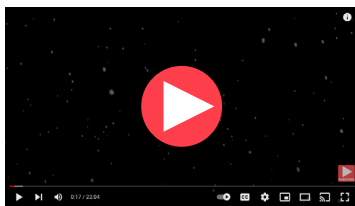
STEP 2

Hold 90 minutes on your calendar

(I'm thinking this is a wfh day.)

STEP 3

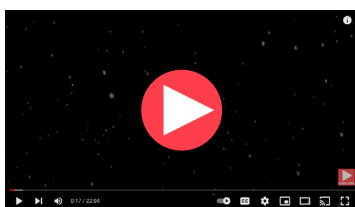
The night before, listen to this



Guided Meditations for Leadership + Self-Development

STEP 4

The day of your "leadership time" take the first 10 min and do this mediation



Guided Meditations for Leadership + Self-Development

STEP 5

Answer these questions

What does your Hogan say about you at work and home in the blue Motivation and Values (MVPI) section?

What were your 3 highest blues in lifestyle, 3 highest blues in occupational preferences?

Lifestyle

- 1.
- 2.
- 3.

Occupational Preferences

- 1.
- 2.
- 3.



Haven't taken the Hogan?

Click here to book a free consult and learn more!

What do you want to be known for?

What do people already say about you and your strengths?

How did the Hogan validate that?

Complete these statements:

I'm really good at _____

I want to be known for _____

I want to accomplish _____ this year, and these next year

What is one word you want people to think of when they think of you?
