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PERSONAL LEADERSHIP BRAND

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EXERCISE 1

Flatter yourself - what are your gifts?

1.

2.

3.

4.

EXERCISE 2

What is your personal value proposition?

I will make a difference by offering (the unique, memorable and meaningful value you provide)...your passion:

How do I want to "fit in" with others and how do I want to differentiate myself?

Because of the (skill sets, personality traits, habits, prior experiences, credentials)... list them, I will be able to credibly deliver xyz:

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EXERCISE 3

Audit your brand equity.

Take stock of your credentials:

Make a list of adjectives of descriptive phrases that capture the "real you":

Take stock of how others perceive you (friends, family, co-workers, etc.):

How do you think you stack up against "the competition":

EXERCISE 4

Construct your brand statement.

What's your "elevator pitch"?

When someone says "tell me about yourself"...what do you say?

What do you want to be known for? So you can do what?

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EXERCISE 5

Embody your brand.

What are the major gaps/differences between the current and desired state?

What actions can you take to close the gaps?

What actions will you take to begin to embody the brand?

EXERCISE 6

Communicate and socialize your brand.

What is your "media" plan - LinkedIn?

How else can you socialize your brand?

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BUILD YOUR LEADERSHIP BRAND

Adaptive Analytical Appropriate Assertive Attentive Benevolent Bold Bright Calm Caring Charismatic Clever Collaborative Committed Compassionate Competent Concerned Confident Confrontative Conscientious Considerate Consistent Courageous Creative Curious Decisive Dedicated Deliberate Dependable Determined Diplomatic Disciplined Driven Easygoing Efficient Emotional Energetic Enthusiastic Even-tempered Fast Flexible Focused Forgiving Friendly Fun-loving Good Listener Happy Helpful Honest Hopeful Humble Independent Innovative Insightful Inspired Integrative Intelligent Intimate Inventive Kind Knowledgeable Lively Logical Loving Loyal Nimble Nurturing Optimistic Organized Outgoing Passionate Patient Peaceful Pensive Persistent Personal Playful Pleasant Polite Positive Pragmatic Prepared Proactive Productive Quality Oriented Reality-based Religious Resilient Respectful Responsible Responsive Results-oriented Satisfied Savvy Self-confident Selfless Sensitive service-oriented Sincere Sociable Straightforward Thorough Thoughtful Tireless Tolerant Trusting Trustworthy Unyielding