



YOUR LEADERSHIP BRAND

A quick guide to understanding and defining your own unique leadership impact

Hustle House

What is a leadership brand?

Just like a business, every leader has a brand: an identifiable persona that is a reflection of what they do, say and how others perceive them. The clearer you can be about your brand, what it means and what you want it to achieve, the more successful you will be in having a positive leadership impact.

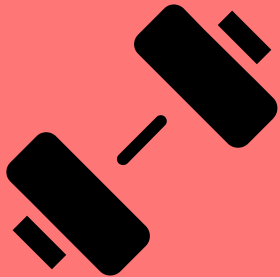
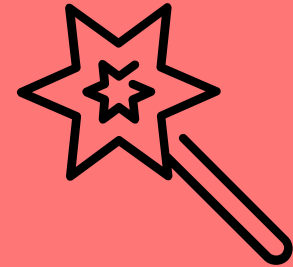
It's about making sure you are authentic as a leader - amplifying your strengths and developing the areas that you care about.

We've set out a simple 6 step process to help you define your own unique leadership brand. More detail on each step can be found on the next pages.



1. What do you want to be known for?

Start with the simple question: 'What do I want to be known for?' or 'How do I want to be seen as a leader?'. Visualise yourself in the future and consider what you want people to say about you. Think about how you'd want them to describe you. What would you want to be able to say about yourself? Get all those qualities, attributes, statements, skills etc. down on paper in one big list.

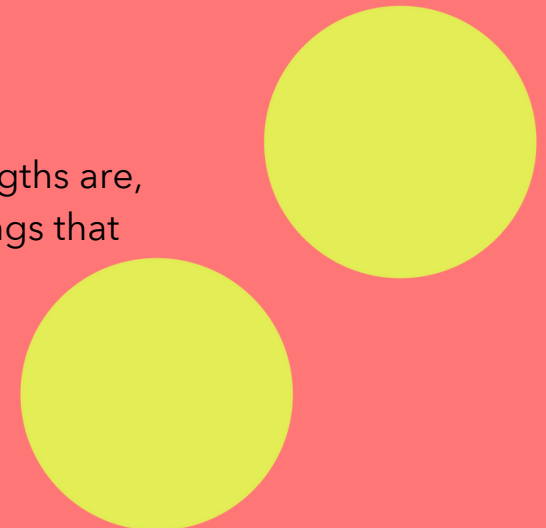


2. What are your current strengths?

Create a second list identifying your current strengths - things you know you're good at or that people have given you feedback on that you've done well. Now look at the list of what you want to be known for - what correlates? What's different? What feels achievable but aspirational?

3. Prioritise Your List

Based on these two lists of what you want to be known for and what your strengths are, prioritise them into one final list so that it has a balance between the two: things that you're good at and things you aspire to be.



4. Construct Your Brand Statement

Based on your finalised list of priorities, construct your leadership brand statement - "I want to be....." This is the statement you will come back to time and again to guide your leadership journey. Remember you're not trying to be everything to everyone and cover all the skills and abilities you think a leader needs, this is about what matters to you and your purpose as a leader - looking at what you want to know for and what strengths you can utilise.



Example

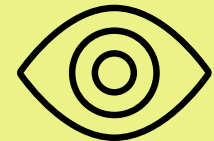
"I want to be a leader that has the courage to make the call when it matters and an ability to engage others to deliver amazing outcomes."



5. Test it Out

Test your brand out - ask yourself the following questions and seek feedback/input from others:

- Does it best represent who I am and what I can do?
- Is it something that creates value in the eyes of the business I work for?
- What risks am I taking by exhibiting this brand?
- Can I live this brand?



6. Make it real and visible

Make your leadership brand real and visible! Walk the talk and practice daily. Come back to your statement regularly. Tell people about this exercise and what you're doing - it shouldn't be a secret.

The Learning Never Stops

Being in a leadership position can be daunting, and challenging, it's a continual journey and along the way you will fail, make mistakes, triumph and hopefully surprise yourself. No one is ever the finished article or has the perfect leadership brand nailed and present all the time.

Use this exercise as part of your wider personal development. Set your leadership brand statement and then work backwards on what is required of you in order to achieve and fulfil that brand. Consider the questions:

- What can I do in the next week / month / year to move me forwards?
- What needs to change? What should stay the same?
- What will I do when I face obstacles?
- What would I do if I knew I couldn't fail?
- What will happen if I do nothing about nurturing and being purposeful about my leadership brand?

Based on this, set out a clear and action focused development plan - keep it simple and achievable and remember to celebrate your progress often!

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