

My Leadership Brand Planning Template

Name: _____

Date: _____



You Are Your Own Brand

Not unlike any product, you too are a brand, and how you behave impacts how others perceive and respond to that brand.

The following template is designed to help you define your leadership brand, but it's up to you to make your brand a reality.

Step 1. Assess Leadership Brand

The first step in developing any leadership brand, is to understand what the brand currently stands for in the eyes of stakeholders.

The brand assessment on page 3 is a simple 5-question survey you can give to your manager, direct reports and peers.

Step 2. Define Leadership Brand

Now that you know what your leadership brand currently stands for, it's time to decide what you actually want it to stand for.

There is a list of leadership attributes on pages 4 – 6 that you can use, and whilst it is by no means a complete list, it is enough to get you started.

The Leadership Brand template is on page 7. It's up to you to decide how many attributes to include, but we recommend between 3-4. What's important is you define what actions or behaviours you are going to display for each attribute.

Step 3. Communicate Leadership Brand

Your leadership brand is not how you see yourself, but it is how others see you. Unfortunately, changing the perception people have of you does not happen overnight, and takes time and effort.

On page 8 there is a simple template that you can use to share your leadership brand and seek feedback from your manager, direct reports and peers.

Step 4. Live Leadership Brand

Whilst this toolkit can help you define your leadership brand, it's ultimately up to you to make your brand a reality. It's up to you to demonstrate the courage, humility and discipline needed.

On page 9 there is a simple template that you can use to seek feedback on your performance. Send it through to your manager, direct reports and peers before meeting them.

This template is only a guide. At the end of the day, how much effort you put into it will determine how much you benefit from it.

Wishing you the best of luck with your leadership brand.

Brand Assessment

As you are someone whose opinion I really value, I would like to ask for some honest feedback on how I am performing as a leader.

The objective of this quick 5 question survey is to help me identify what I am doing well as a leader, and where I need to improve as a leader.

What am I doing well, that you would like me to do more of?

Can you give me some specific examples of what I am doing well?

What am I doing not so well, that you would like me to do differently?

Can you give me some specific examples of what I should be doing differently?

What are the 3 most important attributes a leader in my position should possess?

Leadership Attributes

Attribute	Description
Accountability	The ability to acknowledge and assume responsibility for ones actions, decisions and behaviours.
Adaptability	The ability to adapt to different or unexpected situations without being affected by past experiences and prejudices.
Assertiveness	The ability to express wants, needs, opinions, or rights confidently, taking into account their impact on decision-making and outcomes.
Autonomous	The ability to govern oneself, work independently and determine the moral responsibility for one's actions and decisions.
Collaborative	The ability to work together through idea sharing and thinking to accomplish a common goal.
Commercial Acumen	The ability to see situations from a business point of view; understand key business drivers and adopt healthy commercial practices.
Competitive	The ability to remain motivated to better one's past performances or of their possible competitors'.
Connected	The ability to stay updated with the latest trends among peers, the organisation, the industry and society.
Conscientiousness	The ability to demonstrate self-discipline and accomplish tasks carefully, vigilantly and thoroughly.
Creative Thinking	The ability to think out-of-the-box and create something that is both original and worthwhile.
Customer-Focused	The ability to develop and maintain a win-win customer relationship based on mutual trust.
Decisiveness	The ability to make timely and sound judgements with available resources, even in times of risk and uncertainty or when data are limited.
Dedication	The ability to maintain and demonstrate a sense of commitment to one's job and responsibilities.
Delegation	The ability and willingness to delegate tasks to others according to one's talents and abilities.
Developing Others	The ability and desire to facilitate improved performance in others through coaching and training.
Developing Self	The ability, desire and initiative to take control of their personal and professional development.
Efficiency	The ability to effectively allocate and employ all resources available to complete tasks quickly.
Emotional Control	The ability to maintain a rational and consistent state of mind in various situations.
Empathy	The ability to place oneself in the shoes of another to view a situation from their perspectives.
Fairness	The ability to ensure impartiality for work-related issues regardless of personal relationships or past animosities.

Goal-Oriented	The ability to stay on course and fulfil one's commitments, regardless of difficulties or obstacles.
Inclusive	The ability to include everyone in activities and decision-making processes without favouritism.
Initiative	The ability to take the necessary steps to seize opportunities and solve problems when they arise.
Inspirational	The ability to display high levels of mental energy, engage and encourage others to exceed expectations and excel.
Integrity	The ability to adhere to job-related, organisational and ethical norms in all aspects of work.
Inclusiveness	The ability and desire to communicate, interact, involve and learn from a diverse range of cultures.
Networked	The ability and desire to establish internal and external relationships with peers, colleagues, customers and suppliers.
Optimistic	The ability to maintain a passionate and positive outlook in all ventures in spite of setbacks or past failures.
Participative	The ability to join in and actively contribute to discussions, meetings and work related initiatives and challenges.
Persuasiveness	The ability to influence the beliefs, attitudes, intentions, motivations and behaviours of others.
Organising	The ability to plan, organise and prioritise the effective use of resources to achieve objectives.
Precise	The ability to strive for high levels of accuracy, conciseness and precision in everything they do.
Problem Solving	The ability to identify the cause of a problem and determine an appropriate course of action or solution.
Professionalism	The ability to embody company's desired values in regards to their behaviours and conduct at all times.
Receptive to Feedback	The ability to accept criticisms and feedback from others humbly and work upon them.
Resilience	The ability to bounce back from setbacks; to continue to succeed, even in the face of adversity.
Resourcefulness	The ability to gather appropriate and relevant information or resources required from various places.
Result-Orientated	The ability to establish, maintain and increase standards of performance for oneself and others.
Self-Awareness	The ability to recognise, understand and control one's own feelings and emotions.
Self-Motivation	The ability to pursue goals with constant drive and vigour, even in when faced with adversity and uncertainty.
Strategic Thinking	The ability to anticipate future situations and commit to a long- term vision and strategy.

Stress Tolerance	The ability to manage high pressure situations appropriately with minimal levels of anxiety.
Systemic Thinking	The ability to recognise and understand how different systems in an organisation influence one another.
Team-Oriented	The ability to build a shared vision and to work with others and contribute to the overall effectiveness of a team.
Time Management	The ability to maximise the effective use of time by balancing various tasks while concentrating on key priorities.
Visionary	The ability to plan the future with imagination, yet accurately foresee the impact of changes in business reality.

Others

My Leadership Brand

Brand Statement	
<p>I aspire to becoming a _____ leader who values _____, _____ and _____.</p>	

Brand Attribute:	
Description:	
Actions / Behaviours:	

Brand Attribute:	
Description:	
Actions / Behaviours:	

Brand Attribute:	
Description:	
Actions / Behaviours:	

Brand Attribute:	
Description:	
Actions / Behaviours:	

My Leadership Brand Check-in

As you are aware, I have been working on becoming a better leader. Could I ask for some feedback on how I have been performing?

Brand Statement
I aspire to becoming a _____ leader who values _____, _____ and _____.

What am I doing well, that you would like me to do more of?

What am I doing not so well, that you would like me to do differently?

Can you give me some specific examples of what I should be doing differently?

Thank you for your continued support. I really do appreciate your candour.