



YOU ARE
YOUR OWN
BRAND

CMA

COACHING & MENTORING AUSTRALIA

YOUR LEADERSHIP BRAND

YOUR LEADERSHIP BRAND is created by the ways you behave, react and interact and it is linked to your effectiveness.

It's the total experience others get from their relationship with you.





5 STEP PROCESS TO CREATE YOUR LEADERSHIP BRAND



Step 1

IDENTIFY

Step 2

DECIDE

Step 3

DEFINE

Step 4

CONSTRUCT

Step 5

LIVE





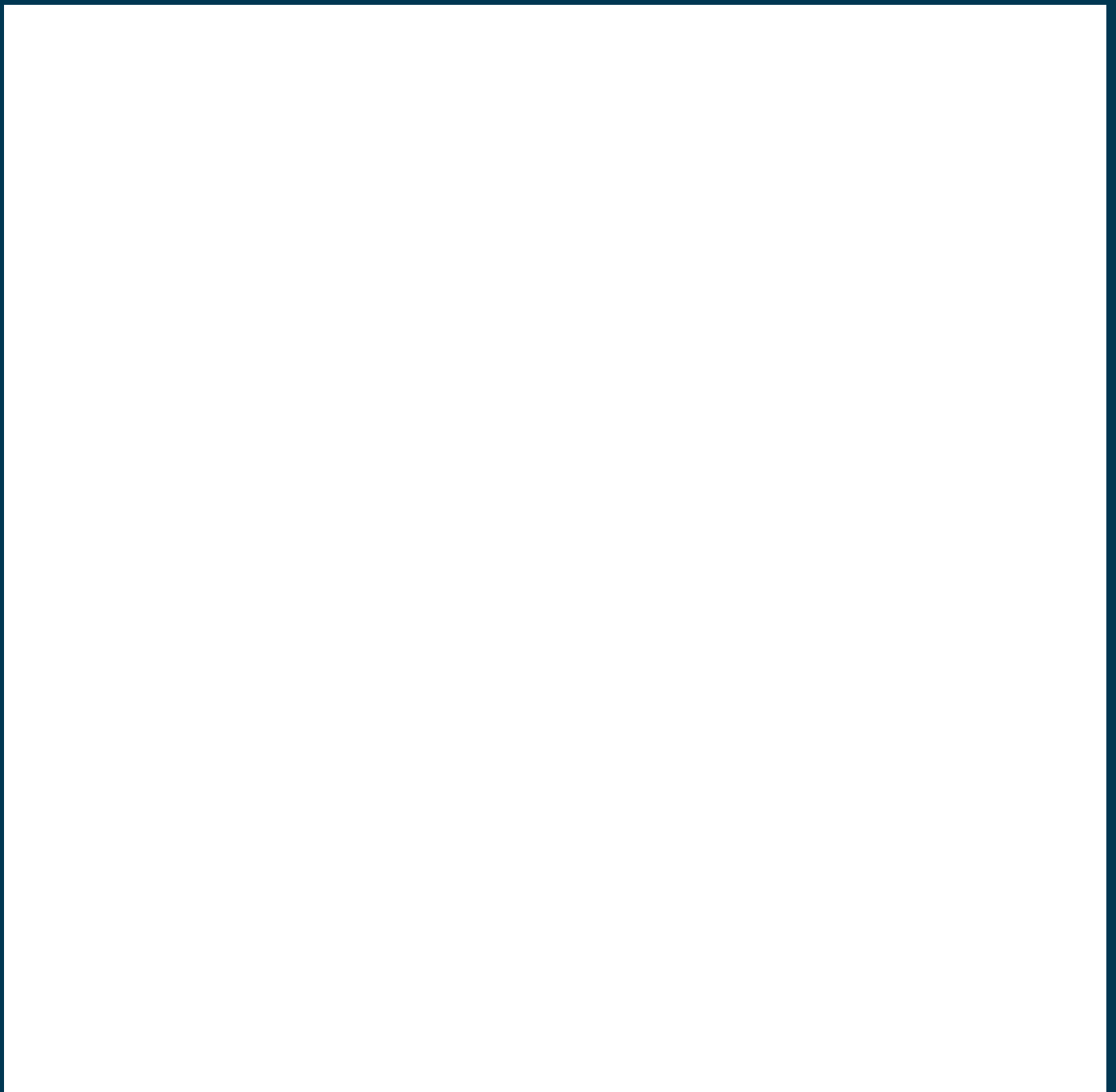


STEP 1: WHAT RESULTS DO YOU WANT TO ACHIEVE IN THE NEXT YEAR?

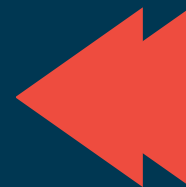
Ask yourself - "In the next 12 months, what are the major results I want to deliver at work?"

Take into account the interests of these four groups:

Customers, Investors, Employees and the Organisation



STEP 2: DECIDE WHAT YOU WISH TO BE KNOWN FOR



Given the context of the business results you want to achieve, consider how you wish to be perceived. From the chart below, pick the six descriptors that best capture what you want to be known for.

Possible attributes


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





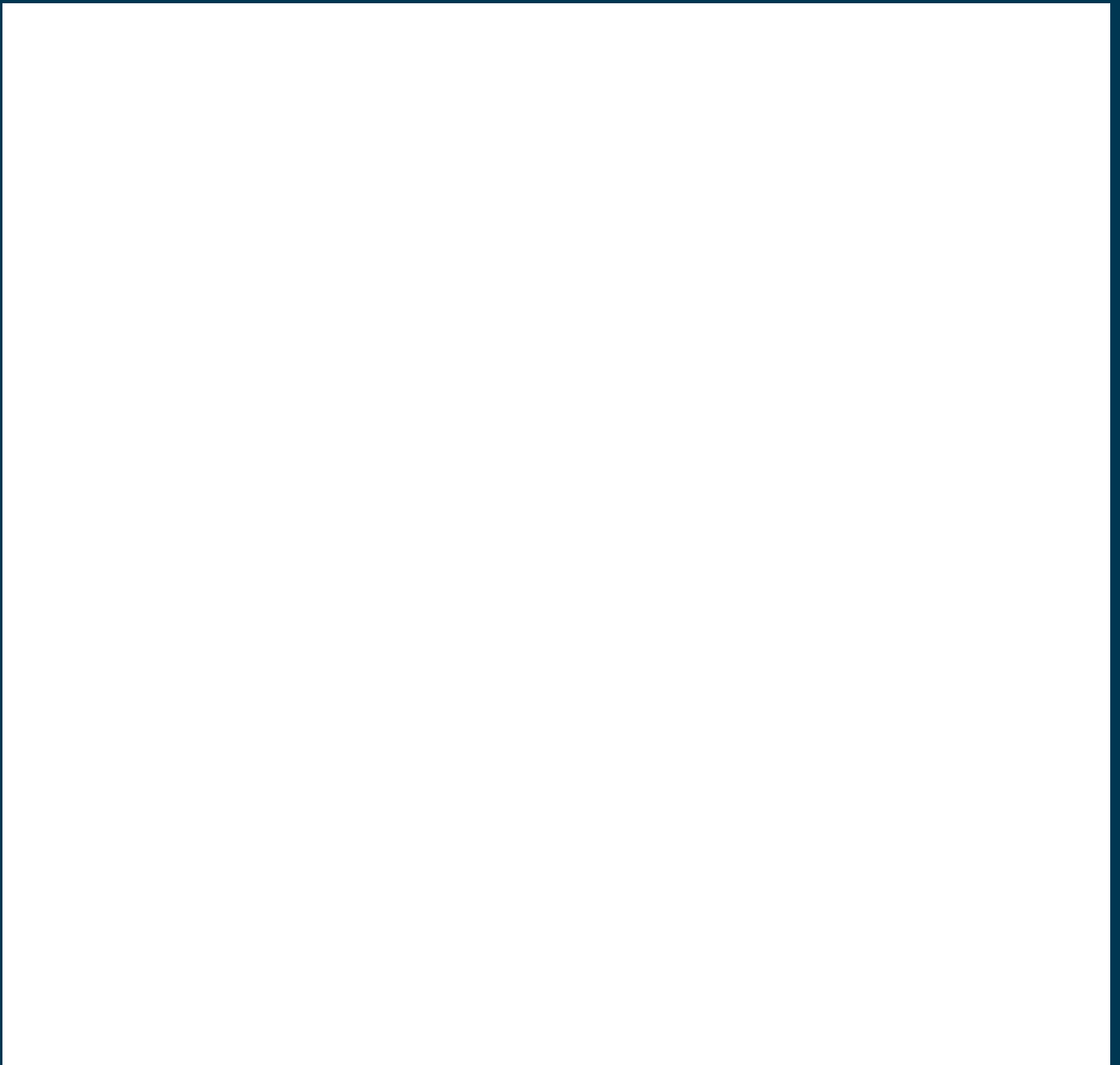
STEP 3: DEFINE YOUR IDENTITY



The next step is to combine these six words into three two-word phrases that reflect your desired identity. This exercise allows you to build a deeper, more complex description: not only what you want to be known for but also how you will probably have to act to get there.



For example, calmly driven differs from tirelessly driven. Experimenting with the many combinations that you can make from your six chosen words helps you crystallise your personal leadership brand.








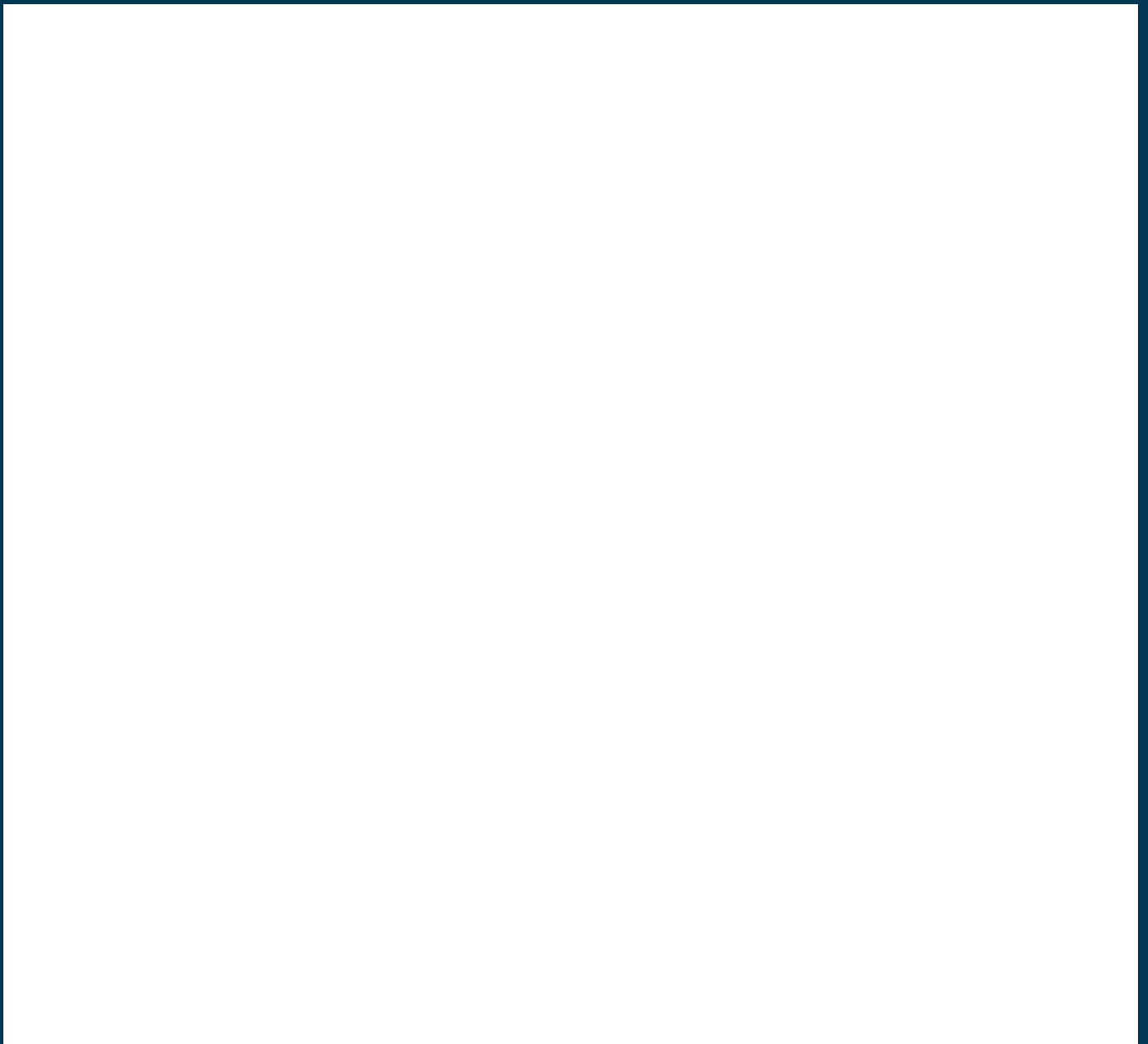
STEP 4: CONSTRUCT YOUR LEADERSHIP BRAND STATEMENT AND TEST IT



In this step, you pull everything together in a leadership brand statement that makes a “so that” connection between what you want to be known for (Steps 2 and 3) and your desired results (Step 1).



Fill in the blanks: “I want to be known for being _____ so that I can deliver _____.”





STEP 5: LIVE YOUR BRAND

To ensure that the leadership brand you advertise is embodied in your day-to-day work, identify the actions you will take below;



STEP 1: MESSAGES

What three messages do you want out there about yourself?

STEP 2: PEOPLE

What three people do you want to know those messages?

STEP 3: ACTION

What three actions will you will take to make this possible?






LEADERSHIP BRAND CHECK-IN



Your leadership brand isn't static; it should evolve in response to the different expectations you face at different times in your career. Check in and review your leadership brand after 6-9 months.

LEADERSHIP BRAND



"I want to be known for being _____ so that I can deliver _____."

STEP 1: CONTINUE

What am I doing well, that I should do more of?

STEP 2: STOP

What am I doing not so well, that I should do differently?

STEP 3: START

What should I start doing?






COACHING & MENTORING AUSTRALIA



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Our app is a game-changer, providing a seamless platform for tracking your progress, setting clear goals, and staying accountable to your actions. With our app in your pocket, you'll have real-time access to a comprehensive dashboard, enabling you to monitor your achievements, review your milestones, and receive timely reminders to keep you on track.

But our commitment to your success doesn't stop there. We have assembled a team of highly qualified and experienced coaches who are dedicated to your growth and transformation. With their expertise, guidance, and support, you will navigate challenges, overcome obstacles, and achieve remarkable results.

Our coaching programs are tailored to meet your specific needs, whether you're seeking personal development, career advancement, or leadership excellence. We combine coaching principles with mentoring techniques to provide a holistic approach that addresses both your immediate goals and long-term aspirations.

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