

5 STEPS TO BUILDING YOUR LEADERSHIP BRAND

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The world is changing at a rapid pace, which necessitates leaders to evaluate and adjust their leadership brand over time while remaining true to their leadership “why.”

Start by taking these steps to adjust your brand during your leadership journey.

1. Identify your leadership “why” from options below:
 - To bring people together for a common purpose or goal*
 - To be a driving force to improve the organization*
 - To work with others to fulfill their potential*
 - Not sure*
2. What value are you currently delivering to your organization? And what value do you need to be delivering based on the Values Progression Chart.
3. Identify your strengths using an assessment such as StrengthsFinder and 360 Assessments. Then analyze them to answer the following questions:
 - How can you use your strengths to inspire others?*
 - How will your strengths be used to deliver the value necessary to your company?*
 - How could your strengths, when overused, become a challenge or potential de-railer for you?*
4. Determine your blind-spots by seeking candid feedback or using the Johari Window exercise. This will reveal both strengths and challenges as well as reinforce findings from step 3.
5. Finally, develop a plan to leverage your strengths to deliver the necessary value to your organization while staying true to your leadership.