



CREATING YOUR LEADERSHIP BRAND

Worksheets

Being intentional about developing an online presence is only part of the equation. Clients are often surprised at the importance of others' perceptions, especially for those who have been out of the job search game for a period of time. During this workshop, we will explore the 15 facets of executive presence and 4 ways to differentiate yourself as a leader.

Blue Horizon Solutions

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Leadership Brand Worksheet

To me, "Brand" means _____

In the past, I have struggled to know my "brand" because

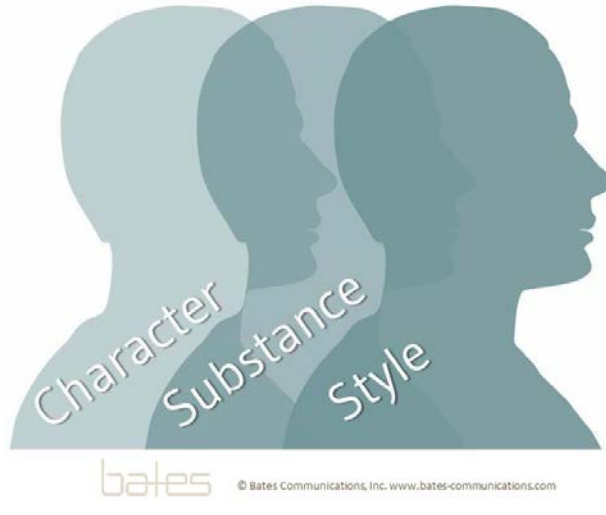
Current Brand

People who know me might describe me as _____

Future Brand "Vision"

Words that people say about leaders I admire are _____

Bates Executive Presence Model



Character	Substance	Style
Authenticity	Practical Wisdom	Appearance
Integrity	Confidence	Intentionality
Concern	Composure	Inclusiveness
Restraint	Resonance	Interactivity
Humility	Vision	Assertiveness

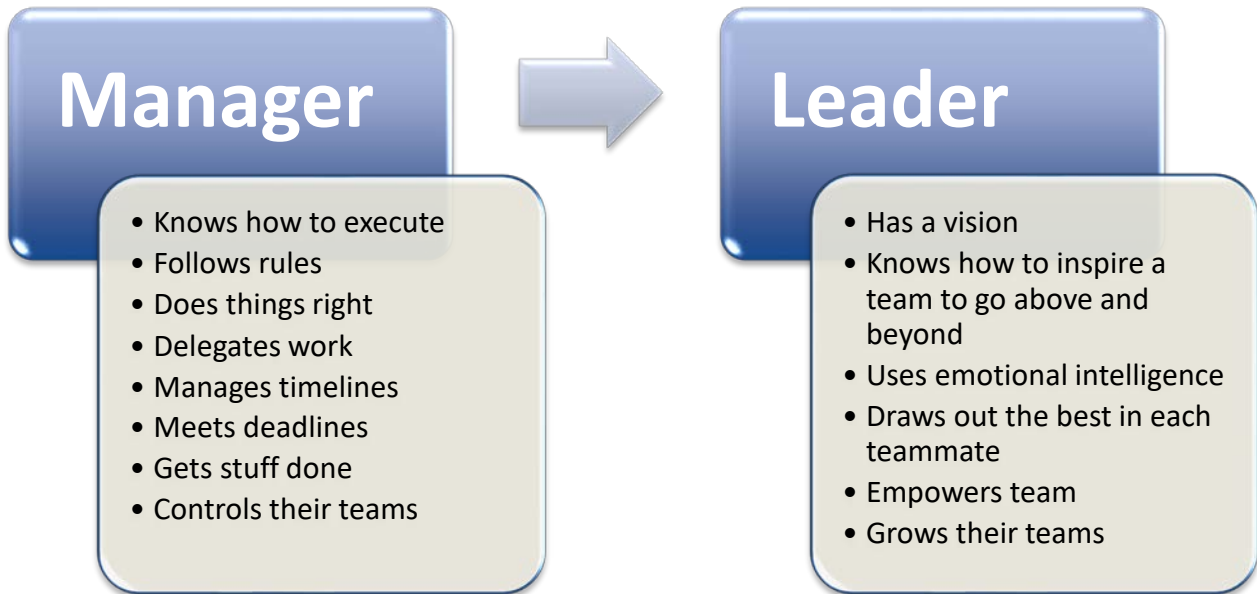
My leadership presence is working for me in _____

One facet I would like to improve is

I could **develop** more “Substance” by _____

I could **demonstrate** more “Substance” by _____

How Leaders are Different



4 Ways to Differentiate Yourself as a Leader

Adapted from an article by Ashley Stahl in Forbes
<https://lnkd.in/dsEN3se>



Leave Egos at the Door



Know How to Listen



Be Emotionally Fit



Live Outside Comfort Zone

Something I can do to differentiate myself as a leader is _____

Online Presence

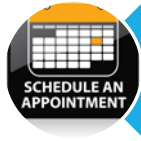
My online presence reveals _____

I could improve this by _____

Take Action

Development Area	Action	Due Date	Support / Accountability

Learn. Lead. Leave a Legacy.



<https://tinyurl.com/CoachShelli>



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