Self-Development: Brand You

Organizations brand themselves, their products, and, most recently, their leadership style. You can do the same. You can brand your leadership style to set the stage for what you stand for and how you can set an example for the organization’s vision. Work with a coworker to complete this activity so that you can each be a sounding board for the other.

Although this activity is a learning experience in itself, it will also uncover quite a few things you will need to learn to do during the process. Develop these five aspects of your leadership brand.

- **Reputation**: Building your leadership brand is like developing a reputation. What do you want to be known for? What is your area of expertise? What qualities and skills make you unique?

- **Vision**: Your leadership brand must have a solid vision. What is your desired leadership future? Work through mental scenarios and define the outcome and the emotion attached to that outcome. The most satisfied people are those whose vision is congruent with their organization’s vision.

- **Presence**: Being present, or your ability to remain in a state of wholeness at any time, is a basic leadership skill. Practice presence by focusing your attention and achieving authenticity.

- **Trustworthiness**: Any brand product that you purchase carries with it a certain amount of trust, a promise of quality and satisfaction. You must earn trust. How can you do that? Do what you say you will do. Be honest and candid. Be supportive. Let people in on who you are.

- **Learning**: A brand rarely sits idle without continuous improvement. Neither shall leaders. Learn and grow, intentionally becoming better and wiser with every experience.

Work through each of the five aspects, deciding: How do I define this? How do I evaluate myself in this area? What can I do to make improvements? How will I know that I have improved? What is my leadership brand?