

What's Your Leadership Brand?



“90% of Leadership is successfully being able to communicate who you are and what you value to bring clarity, purpose, and direction to others.”

David Winegar, Managing Director, Absolute-North



Leadership Brand Why you need one.

The best leaders connect us to our work in a way that is meaningful. They inspire us to use our creativity and nurture our passion to make a difference. They share their wisdom and support us through their active listening and caring. They are inclusive and they keep us informed and focused on what is important. The goal of a leader should be to create an effective and supportive environment where expectations are clear and people can achieve more.

David Ulrich and Norm Smallwood in 2007 coined the term “leadership brand” and discovered in their research that the best organizations do more than just develop “good” leaders, they develop leaders who are able to connect their individual values to the mission of the organization.

Our brand tool.

Absolute-North's Leadership Brand Tool helps leaders to explore their values and individual characteristics in a well-defined process. The result is a well thought out statement that expresses the unique “brand” of the leader. This statement is a powerful tool for connecting people to the greater purpose of the organization and how everyone contributes to its success.

Take the survey.

Our goal in creating the leadership brand tool was to take people step-by-step through the process of discovering more about themselves, and then taking that information and helping them to formulate a unique and personal brand statement.

The survey is designed to help people identify the characteristics that drive who they are as a leader and is divided into 4 sections:

1. Self-analysis of how others view my leadership. This section is based on the DISC behavioural assessment developed by William Moulton Marston.
2. Self-perceived signature strengths. What do you see as your leadership style strengths.
3. Areas of difficulty. What gives you the most trouble in leading others.
4. Your personal Values.

Analyse your results.

Once the survey has been completed, the survey taker is emailed with the results in the form of an interactive worksheet that takes them step-by-step through each of the four sections providing insight into their responses and offering advice on how best to express to others their unique leadership brand.

Write your brand statement.

The final step is to put it all together into an individual statement that expresses who you are as a leader. The tool is meant to be a living document, refined and updated over time. Feedback from friends, family, co-workers, coaches and trusted confidants all add to the experience and to the development of the brand that is you.

Ready to create your brand?

Absolute-North's Leadership Brand tool is available as a part of our leadership development programs, or as a stand-alone tool for individuals and organizations that wish to incorporate it into their own programs.

Contact us for pricing.

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