Your Leadership Brand

Communicate your value. Accelerate your career.
The Leadership Branding Process

Step 1: Understand your brand anchors
Step 2: Define your ideal brand
Step 3: Evaluate your current impact
Step 4: Close your brand gaps
Step 5: Refine your brand
Step 6: Activate your brand
Step 1
Your Leadership & Brand Anchors

Reflect

Project

Connect
Step 1

Your Leadership & Brand Anchors

Reflect
Self-Awareness
Decision-Making
Adaptability & Flexibility

Project

Connect
Step 1
Your Leadership & Brand Anchors

Reflect
Self-Awareness
Decision-Making
Adaptability & Flexibility

Project
First Impressions
Image
Mood & Demeanor

Connect

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Your Leadership & Brand Anchors

Reflect
Self-Awareness
Decision-Making
Adaptability & Flexibility

Connect
Interpersonal Skills
Stress Tolerance & Composure
Social Awareness

Project
First Impressions
Image
Mood & Demeanor

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Reflect

- Self-Awareness
- Decision-Making Skills
- Flexibility & Adaptability
First Impressions
Image
Mood & Demeanor
Energy Level
Think Big Picture

…Far, Far Beyond “What Not To Wear”

It is **impossible** to make a neutral statement.
Think Big Picture

…Far, Far Beyond “What Not To Wear”

How do we “show up”?

It is impossible to make a neutral statement.
How do we “show up”?
What do our visual and vocal cues tell others about us?

It is **impossible** to make a neutral statement.
Think Big Picture

...Far, Far Beyond “What Not To Wear”

How do we “show up”? What do our visual and vocal cues tell others about us? What do our demeanor and facial expressions say?

It is impossible to make a neutral statement.
Connect

- Interpersonal Skills
- Stress Tolerance & Composure
- Social Awareness
Define Your Leadership Brand

• What words best describe me?
• What are my strongest and most developed skills?
• How would I like others to describe me?
• How do I help companies, departments, clients?
• How do people benefit from working with me?
• What is the difference between me and others professionally?
• What are the results of my communications and interactions with others?
• How do I make others feel?
Step 3
Evaluate Your Current Impact

- Collect information to access how others perceive your Leadership Brand.
- Compare the findings related to your **Actual vs. Ideal** Leadership Brand.
- Study the gaps.
### The Gap Analysis Graph

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**Step 3**

#### Reflect
- Project
- Connect
Close Your Brand Gaps

- How do others’ perceptions align with your ideal brand? Any surprises?
- Which branding anchor contains the largest gaps? What improvements in this area could help enhance your brand?
- Which branding anchor contains the smallest gaps? How could you further leverage these positive perceptions?
Step 5

Refine Your Brand

- Fine Tuning
- Balancing
- Differentiating
1. **Organizational Challenges:**

   *Of the problems or “pain points” faced by your organization or clients, which ones do you typically solve? How?*
1. Organizational Challenges:
   *Of the problems or “pain points” faced by your organization or clients, which ones do you typically solve? How?*

2. Differentiators:
   *What qualities or characteristics differentiate you in a positive way from your counterparts?*

   *What specific value do you offer in these areas?*
   - **Skills & Talents**
   - **Behaviors**
   - **Thought Leadership**
Activate Your Brand

Step 6

- Develop your customized Action Plan
- Live your brand promise
- Sustain your brand
Thank You!

Experience the full benefits of Sara’s unique process for strategic personal branding through her **Career Acceleration Workbook** – a step-by-step, self-paced guide designed to speed up your leadership success.

To order, visit: [www.saracanaday.com](http://www.saracanaday.com)

*Use discount code UTW001 for $10 off.*

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