

# IS YOUR LEADERSHIP BRAND WORKING FOR YOU?

**A self-assessment for leaders who are ready to move from quiet authority to visible impact.**

Your leadership brand isn't a marketing exercise. It's your reputation for results: the predictable experience your stakeholders, your team, and your organization have when they work with you.

Most leaders don't think about this until they need it. A promotion opportunity arises. A new team is looking to them for direction. And suddenly, the question isn't just what you've delivered, it's whether people can clearly articulate who you are and what you stand for.

If you are unclear on what that is, this assessment will help you find out.

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## SECTION 1: INVENTORY — WHO ARE YOU AS A LEADER?

- Do you know what you are consistently known for in the results you deliver and in the way you show up?
- Can you clearly articulate the value you bring to any team or organization, beyond your job title or technical expertise?
- Do you know how others experience working with you, and does that match how you see yourself?

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## SECTION 2: IMAGINE — WHO DO YOU WANT TO BECOME?

- Are there qualities or contributions you want to be known for that aren't yet visible to the people around you?
- Do you know where your leadership gaps are, and do you have a plan to address them?
- Is there a gap between the leader you are today and the leader your next opportunity requires you to be?

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## SECTION 3: INTENTIONAL — ARE YOU DEPLOYING YOUR BRAND WITH PURPOSE?

- Can you clearly and confidently describe your leadership brand in a way that feels authentic?
- Do you adjust how you show up and communicate based on your audience?
- Are the people who matter most to your career advancement able to articulate what you stand for and why it matters?

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### WHERE TO FOCUS

- If most of your answers felt confident, your brand is working for you. The next step is to make it more visible and intentional.
- If several gave you pause, you have the foundation. What's missing is clarity and articulation.
- If you struggled to answer most of these, that's where we start. Knowing yourself as a leader is the work, and it's worth doing before the next opportunity arrives.