

TOOL: YOUR AUTHENTIC BRAND

What do you want to be known for? How do you want to be seen? Who are you as a leader?

QUESTION	EXAMPLE	ANSWER
1. What is the ONE leadership role I most want to hold?	<i>e.g., Executive, CFO, Vice President, Author, Tech. Fellow, Sr. Vice President, Program Manager, Catalyst, Role Model Leader, etc.</i>	
2. What is the ONE THING I most want to do/accomplish as I work in my desired leadership role?	<i>e.g., successfully lead a new program, empower employees to turn around a failing program/product, invent a new product/service, help change a corporate culture, etc.</i>	
3. What is the ONE THING I most want to change as I work in my desired leadership role?	<i>e.g., Financial loss – turn a company around, My presence – become calm & peaceful; Negative relationship – Foster healthy workplace relationships, etc.</i>	
4. What is the ONE THING I most wish my parents would have given me growing up?	<i>e.g., seeing and celebrating my unique gifts and talents, modeling a healthy relationship, listening to my point of view, etc.</i>	
5. What is the ONE THING I know I have as a leadership strength that comes naturally to me?	<i>e.g., providing a safe environment for everyone to speak their truth, inspiring people to give their 100%, setting a clear vision that many follow, etc.</i>	

MY AUTHENTIC BRAND IS...

I am a	#1
who	#2
I	#3
I give this by	#4
	#5

AUTHENTIC BRAND EXAMPLE

I am a role model leader (#1) who teaches others how to be better leaders through leading by example (#2). I interact without judging or becoming defensive (#3). I give this by understanding individual choices, making wise decisions and meeting my commitments (#4 and #5).

Thank you for joining us!

Advantage

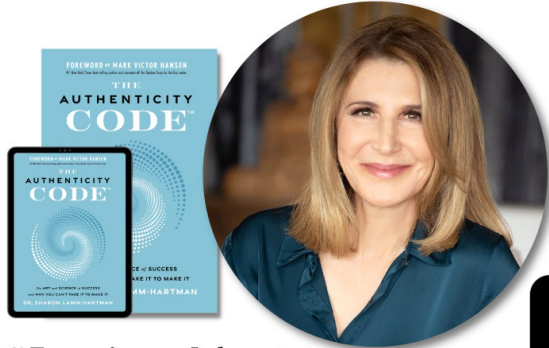
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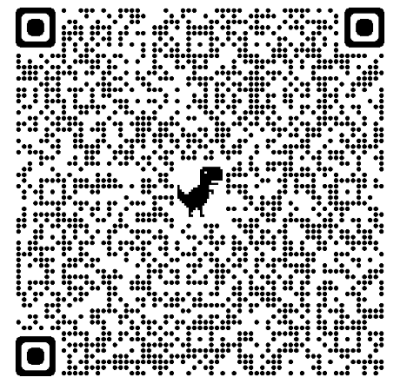
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The Authenticity Code on September 29

Meet the Author:
Dr. Sharon Lamm-Hartman



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