



Leadership Branding Activity

Hugh Blane

Step 1. The starting point for this process involves you writing four words or phrases that you think best describe your leadership. Don't spend too much time thinking about this; just capture what you believe is the essence of your leadership.

Step 2. Create a list of eight to ten people that you trust and respect. They can be colleagues, managers, coworkers, direct reports, former employees, and or friends. Your list should be a list of people whose opinion you value and you want to learn their opinion.

Step 3. Call and or write to your list and ask for their help. Let them know you are involved in a leadership activity that requires feedback from people you respect and that know your leadership.

Ask them to provide you with four words or phrases that they believe best describe your leadership. It can be a one word descriptor such *innovative* or *inspiring*. It can also include phrases such as "*can do attitude*."

This step will capture thirty two to forty words that represent what others see as your leadership brand.

Step 4. Review your list of words and compile a list of similar words or synonyms. Choose a word you feel best represents the tone and feel of the synonyms and capture one word for any grouping of synonyms.

Step 5: The ultimate objective of step 5 is to determine what if any overarching themes there are to your leadership, and to capture the essence of your leadership in the most common and fewest words possible. In turn, whittle your list down to a list of five or eight words that best represent your leadership.

Be Distinct

Or

Be Extinct

Tom Peters



Step 6. Determine if there is a gap between your list and the list generated by your observers. Ask yourself the following questions:

- a. Am I being seen in ways consistent with my goals and aspirations?
- b. Is my list of descriptors (both my own and from my observers) distinctive or simply the price of entry for being in my role?
- c. What is the upside and downside to me for being seen this way?
- d. Am I excited about the words used to describe me, or am I neutral?

Step 7. In order to help define your Desired Brand, ask yourself Life's Three Most Important Questions. Get clear about what you want to be known for and how you can behaviorally live your desired brand.

If you have any questions or would like information on the Leadership Branding coaching Hugh Blane offers, please feel free to call Hugh Blane at 206.829.9413, or you can email him and Hugh@Clariconsulting.net.



Hugh Blane is President of Claris Consulting. He is a nationally recognized business strategist hired to help executive teams and boards solve challenging business issues, strengthen personal and professional relationships, and execute on strategic initiatives with greater effectiveness. A subject-matter expert in leadership, team performance, and influence, Hugh Blane is a senior-level consultant who has worked with thousands of people in a wide variety of organizations including Swedish Hospital, Pepperdine University, Spacelabs Healthcare, Settle Metropolitan Credit Union, Microsoft, Starbucks, NCAA, KPMG and Costco.