

How To Craft Your Leadership Brand

Leadership begins with you. This worksheet is a guide in identifying the key ingredients of your leadership brand. As you spend time with each of the questions, you'll learn how to confidently articulate your value and increase your leadership influence.

Focus Your Vision

Vision flows out of knowing your identity. To focus your vision it's helpful to identify your strengths, core values and passions. Then you can ensure that the goals you set align with who you are.

1. List your strengths and core values.
2. What are you most interested in & passionate about?
3. Describe where you would love to be in your career five years from now.



Find Your Voice

To find your voice it's important to know the value you bring to your organization and then seek out conversations where you can ask questions, share insights, and be a resource to others.

1. What is the unique value you bring to the people or organizations you serve?
2. What do you want to be known for?
3. Who are ten leaders in or outside your organization to seek out conversations with?



Flex Your Victory

Notice the story you are telling yourself and how it is shaping your reality. Choose soundtracks that empower the results you want. Resilience is an internal narrative already assured of victory.

1. What is the internal story you are telling yourself?
2. Think of a career challenge you are currently facing and ask yourself: How would your future-self respond to your current challenge?
3. What small victory will you celebrate today?



Resources

[Find Your Why by Simon Sinek](#)

[The Leadership Challenge by Jim Kouzes and Barry Posner](#)

[Soundtracks by Jon Acuff](#)



Carissa Gay is a Master Certified Coach and the Founder and CEO of Courageous Leaders. For over 20 years she has been developing leaders across corporate, academic, and non-profit spheres. An award-winning leader herself, Carissa specializes in helping advancement-minded professionals get tapped for the opportunities they want.

Learn more about crafting your leadership brand and becoming a sought out leader at [courageousleaderscoaching.com](https://www.courageousleaderscoaching.com) If you are ready to step into greater opportunities, book a call to explore your pathway towards courageous leadership [here](#).