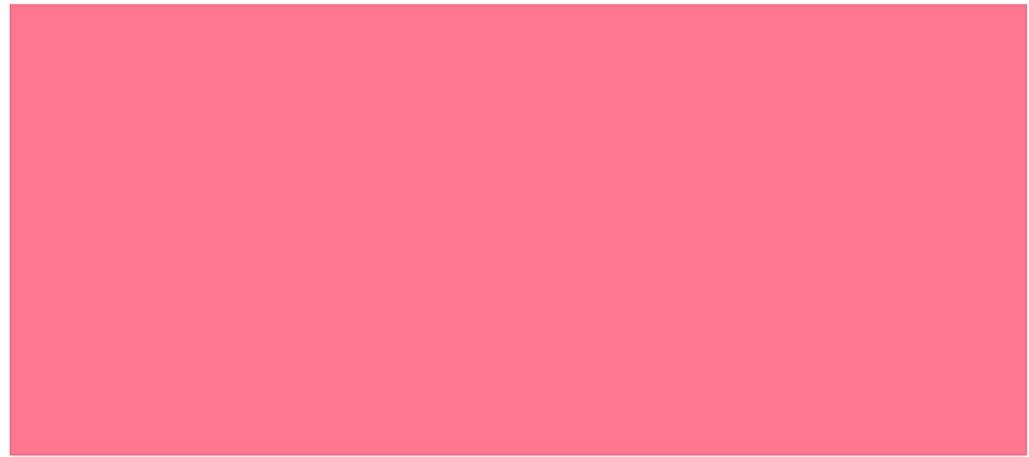


Step 1 : Current Brand

Reflection Questions

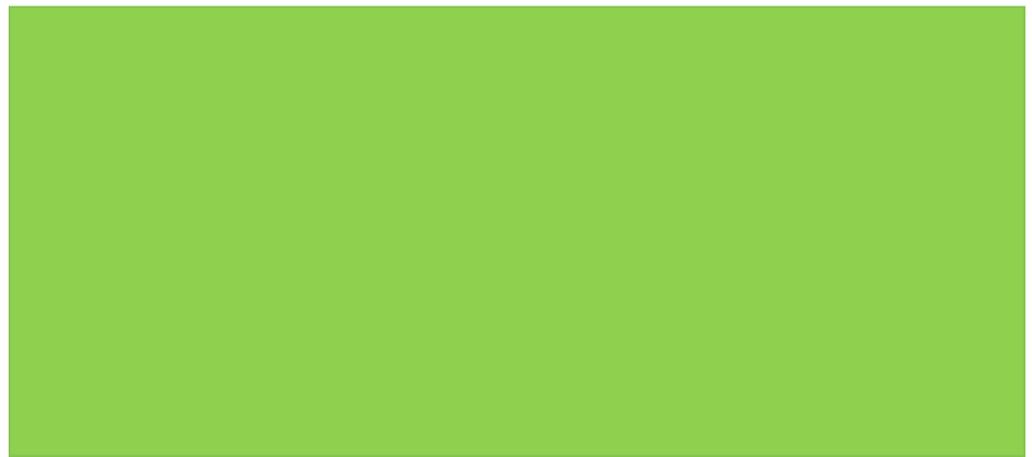
1. What are the three words that people currently use to describe me?
2. What feedback have I received about my leadership style?
3. How do colleagues feel after interacting with me?



Step 2 : Aspirational Brand

Reflection Questions

1. What values do I want my leadership to reflect?
2. What kind of impact do I want to create?
3. What's my leadership headline in one statement?



Step 3. Alignment

Reflection Questions

1. Do my words and behavior consistently match with my values?
2. Does my communication style reinforce my strengths?
3. Where am I showing up visibly and where I am invisible?



Step 4. Actions

Reflection Questions

1. What one action will I take this week to reinforce my brand?
2. Who can I ask for feedback to measure my progress?
3. What habits do I commit to building consistency?

