

Your Personal Leadership Brand

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What is Your...



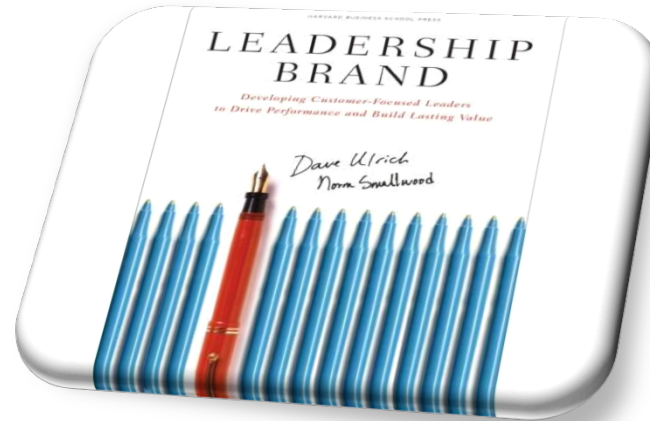
What are some other terms that you would associate with the concept of a

Personal Leadership Brand...

And why should it matter throughout your career?



The Importance of being *intentional* about **YOUR** brand



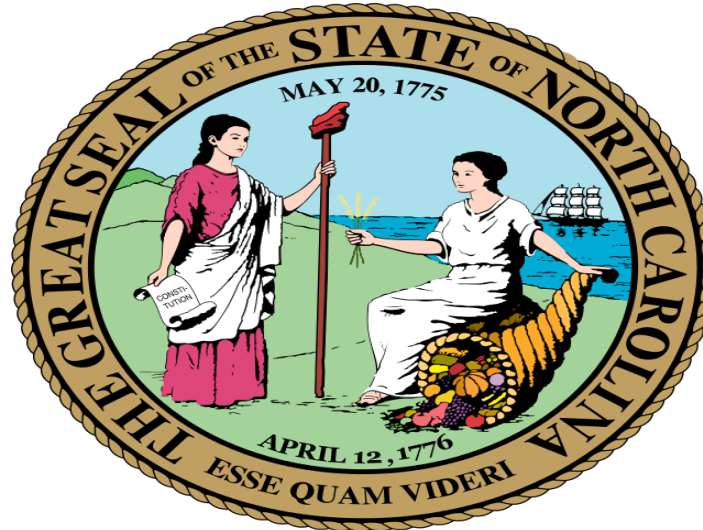
“A strong personal leadership brand allows all that’s powerful and effective about your leadership to become known to your colleagues up, down and across the organization, enabling you to generate maximum value.”

Dave Ulrich and Norm Smallwood “Leadership Brand; Developing Customer-Focused Leaders to Drive Performance and Build Lasting Value” Harvard Business School Press, 2007



Another Important Consideration...

Esse quam videri





The Evolution of your Personal Leadership Brand

“Your leadership brand isn't static; it should evolve in response to the different expectations you face at different times in your career.

*...In our work, we have seen that leaders with the self-awareness and the drive to evolve their leadership brands regularly are **more likely to be successful over the long term**– and to enjoy the journey more.”*





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