

The Grassroots Leadership Revolution

Personal Brand Survey

Choose the top 10 words that immediately come to mind when you think about me. If there are other words you would like to use, write them in the blank spaces at the end of the list.

- | | | |
|--|--|---|
| <input type="checkbox"/> accomplished | <input type="checkbox"/> dedicated | <input type="checkbox"/> modest |
| <input type="checkbox"/> adaptable | <input type="checkbox"/> dependable | <input type="checkbox"/> objective |
| <input type="checkbox"/> adventurous | <input type="checkbox"/> diplomatic | <input type="checkbox"/> open minded |
| <input type="checkbox"/> approachable | <input type="checkbox"/> efficient | <input type="checkbox"/> optimistic |
| <input type="checkbox"/> ambitious | <input type="checkbox"/> empathetic | <input type="checkbox"/> organized |
| <input type="checkbox"/> analytical | <input type="checkbox"/> enthusiastic | <input type="checkbox"/> persuasive |
| <input type="checkbox"/> articulate | <input type="checkbox"/> entrepreneurial | <input type="checkbox"/> practical |
| <input type="checkbox"/> assertive | <input type="checkbox"/> ethical | <input type="checkbox"/> proactive |
| <input type="checkbox"/> authentic | <input type="checkbox"/> extroverted | <input type="checkbox"/> professional |
| <input type="checkbox"/> calm | <input type="checkbox"/> focused | <input type="checkbox"/> quiet |
| <input type="checkbox"/> candid | <input type="checkbox"/> fun | <input type="checkbox"/> reserved |
| <input type="checkbox"/> collaborative | <input type="checkbox"/> informal | <input type="checkbox"/> resourceful |
| <input type="checkbox"/> communicative | <input type="checkbox"/> insightful | <input type="checkbox"/> responsive |
| <input type="checkbox"/> competitive | <input type="checkbox"/> introverted | <input type="checkbox"/> results oriented |
| <input type="checkbox"/> confident | <input type="checkbox"/> intuitive | <input type="checkbox"/> shy |
| <input type="checkbox"/> courageous | <input type="checkbox"/> knowledgeable | <input type="checkbox"/> strategic |
| <input type="checkbox"/> creative | <input type="checkbox"/> mediator | <input type="checkbox"/> supportive |
| <input type="checkbox"/> customer oriented | <input type="checkbox"/> methodical | <input type="checkbox"/> thoughtful |

Are there any other words (not on the above list) that you would use to describe me?

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Brand Statement Boosters

How many people describe themselves as "results driven professional"? Your brand statement shouldn't be a cliché or same-old. Your brand statement should reflect what makes you stand out from others. It's time to get out your dictionary or thesaurus and add some descriptive punch. Here's a word list to use or get inspired by. Circle the words that resonate with you. You'll know them when you see them.

accelerator	connoisseur	genius	observer	rebel
activist	crafter	guardian	opportunist	revolutionary
adventurer	creator	inclusive	optimist	ringleader
advocate	cultivator	initiator	orchestrator	specialist
analyzer	dazzler	innovator	originator	standard-bearer
anarchist	detector	intentional	perceptive	stimulator
architect	diplomat	inspector	player	supporter
artist	discriminating	instigator	practitioner	surefooted
assessor	driver	inventor	precise	synthesizer
astute	dynamic	Investor	predictor	tireless
catalyst	encourager	loyal	producer	translator
challenger	energizer	maestro	progressive	trendsetter
change agent	enthusiast	maverick	protector	uncompromising
champion	entrepreneur	methodical	provocateur	unorthodox
cheerleader	experimenter	meticulous	purveyor	unruffled
collaborator	fearless	mixologist	quick starter	vigilant
compelling	fine tuner	motivator	questioner	watchdog
connector	futurist	navigator	realist	

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Now that you have some descriptors, try putting together combinations. Think of WHAT you do and HOW you do it. For example, you might be known as the finance guru who can explain the complex to non-financial managers. If so, words like translator or navigator might be suitable.

What words or word combinations could you use in your brand statement? Jot down a few here.



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Progress Check-In

Reflect on your progress since your peer coaching session...

Based on my previous commitments, I completed or made progress on...	
What I'm most proud of:	What I've learned from my actions:
Things I need to do next to make progress against my goals:	What I want to get out of this session:

My Commitments

Before the next session, I will:

Activity	Initiated	Completed
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

PLAYBOOK: BRAND SESSION

Session Length: 70 – 90 minutes

5 minutes

- Leader welcomes group.

10 minutes

- Group provides updates on one success and one learning since the last meeting.

45-60 minutes, Boost Your Brand Discussion

- Share personal brand statements.
- Group provides feedback – what did you like about the individual's statement, plus what is one thing they could do to strengthen their statement?

10 minutes, Reflection

- What can you do to build your brand inside and outside your organization?
- How can you maintain consistency in all your actions (and inaction) with your brand?
- What networks do you want to expand your brand into?
- Where can you inspire, contribute, and share your expertise to build your brand?
- How will you revisit and refine your brand as you/your career evolves?

5 minutes, Wrap Up

- Discuss next session pre-work (group decides).
- Each person shares one key commitment to be completed by next session.