

# Phoenix Leadership Experience

## AUTHENTIC LEADERSHIP BRAND STATEMENT



**REMEMBER:** Authentic Leadership involves bringing together components of your leadership mark- your values, strengths, priorities and your 'why'. How we express this through actions become our brand statement

### FIRST IMPRESSIONS ARE LASTING IMPRESSIONS

- It only takes 7 seconds to make 11 initial impressions and only 5 minutes for those impressions to become lasting

### PERSONAL BRAND: MY WHY

- This focuses on my core: who I am being- what's most important, what drives me?

### PERSONAL VALUE PROPOSITION

- This focuses on what I am doing- how am I relevant and what differentiates me from the rest?

I VALUE Type here ABOVE ALL ELSE IN MY WORK.

I AM ONE OF THOSE PEOPLE WHO GOES DEEP IN \_\_\_\_\_.

I AM AT A STAGE IN MY CAREER WHERE I VALUE \_\_\_\_\_

\_\_\_\_\_ WHEREAS I USED TO VALUE \_\_\_\_\_

IN MY CAREER, NOW I VALUE \_\_\_\_\_.

THIS SHOWS UP IN MY WORK WHEN I \_\_\_\_\_.

THIS COMES TO LIFE IN MY WORK WHEN I \_\_\_\_\_.

THIS ALSO SHOWS UP OUTSIDE OF WORK. FOR EXAMPLE, \_\_\_\_\_

\_\_\_\_\_ IS A PILLAR OF MY LEADERSHIP STYLE

\_\_\_\_\_ IS A KEY PART OF MY APPROACH TO LEADERSHIP

WHEN I THINK ABOUT MY APPROACH TO LEADERSHIP I LEAN INTO \_\_\_\_\_

IF THERE IS ONE THING YOU NEED TO KNOW ABOUT ME AS A LEADER, IT'S THAT I VALUE \_\_\_\_\_

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