



Leadership tools

## Your leadership brand





Now complete your own **brand pyramid**. Start with your values at the bottom and work your way up. Then answer the questions that follow to ensure you are getting the most from the exercise.

**My essence**

Who I am at my very best,  
when most energized

**My proposition**

The value I want to contribute  
to the organization

**My strengths and skills**

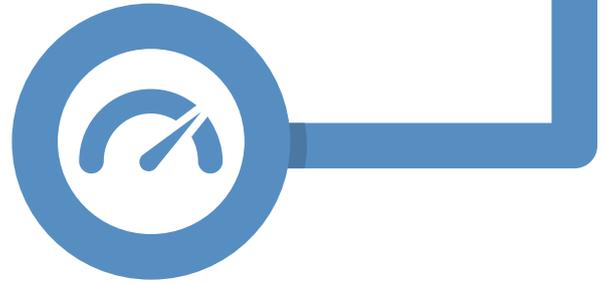
My standout strengths  
and skills

**My values**

Core values and  
attitudes that  
guide me

**Notes**

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**How close are stakeholders' perceptions of your current performance and leadership to your ideal 'brand'? What do you need to do more of, less of or differently to close any 'gap'?**

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**How will you communicate your brand to followers and other key stakeholders?**

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**What immediate steps can you take to start communicating and living your brand more effectively?**

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**What is your “picture of success” if you are leading fully in line with your brand...**

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For your career

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For your followers

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For the organization

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**Strengths Partnership Ltd**

Strengths Partnership ([www.strengthspartnerhip.com](http://www.strengthspartnerhip.com)) is a global leader in business psychology and leadership development dedicated to helping organizations deliver positive workplaces and peak performance.

Our Strengthscope® system ([www.strengthscope.com](http://www.strengthscope.com)) is the world’s most complete and innovative strengths profiling system that helps energize peak performance at work.

We have five consulting practice areas: Leadership Development, Organization Development, Team Development, Talent Assessment and Strengths Coaching.

Our values shape our culture and the way we work with clients. We strive to live our values of Passion, Pragmatism, Professionalism and Partnership everyday through our actions and decisions.