



The Leadership Brand Builder

STEP 1A: List all your possible strengths

- List all your possible strengths and skills. Also list your passions.
- Ask yourself:
 - What do I excel at? What is easy for me?
 - What do I enjoy? What am I passionate about?
- Some examples to get you thinking...
 - ✓ Great at explaining complicated things
 - ✓ Like to present or speak in public
 - ✓ Good at writing
 - ✓ Figuring out how things work together
 - ✓ Making decisions involving many factors
 - ✓ Seeing potential in others
 - ✓ Enjoy interacting with others
 - ✓ Like helping people experience success
 - ✓ Like to ask "Wouldn't it be great if . . ."
 - ✓ Sees visions of what could be
 - ✓ Get energized over possibilities
 - ✓ Natural talent for building relationships
 - ✓ Can put yourself in other peoples' shoes
 - ✓ Quickly spot relevant patterns and issues
 - ✓ Anticipate and plan for future
 - ✓ Challenge status quo

STEP 1B: Observe and Ask others about your Strengths

- Review your day and write down and identify those things that you do well or naturally.
- Ask others to let you know what they consider as your strengths. Include friends, family and coworkers in that list. Use results from your 360-assessment (if that is available) or use this tool to collect feedback from your network (personal and professional): <https://www.selfstir.com>

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STEP 2: Uncover 3 to 5 themes

- Group your strengths into “buckets” or categories that represent your deepest and most powerful strengths



- ✓ Great at explaining complicated things
- ✓ Like to present or speak in public
- ✓ Good at writing



- ✓ Figuring out how things work together
- ✓ Making decisions involving many factors
- ✓ Like to plan and organize



- ✓ Quickly spot relevant patterns and issues
- ✓ Anticipate and plan for future
- ✓ Challenge current norms
- ✓ Create alternative ways to proceed

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STEP 3: Assign names to your themes

Communication



- ✓ Great at explaining complicated things
- ✓ Like to present or speak in public
- ✓ Good at writing

Arranger



- ✓ Figuring out how things work together
- ✓ Making decisions involving many factors
- ✓ Like to plan and organize

Strategic



- ✓ Quickly spot relevant patterns and issues
- ✓ Anticipate and plan for future
- ✓ Challenge current norms
- ✓ Create alternative ways to proceed



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STEP 4: Create your Brand Statement

- Consider the themes you listed in Step #3 and ask yourself:
 - Which of these themes manifest when I lead?
 - Which influence and inspire others?
 - Which do I want to leverage more?
 - Which could I hone and become even better at?
 - Which inspire me?
- Create a statement (in 15 words or less) that provides a unique description of how you lead others from your core strength
 - Use your own words and your unique description of how you lead others from your core strengths.
 - You may want to create a logo as a graphic representation of your leadership brand
 - Do whatever works to remind you to capitalize on your strengths as you lead others

Examples:

"I attract, develop, and inspire others to action"

"I help businesses and individuals build and promote lasting brands"

"I use my passion for marketing to help my company succeed"

"I help people to transform their businesses, their careers and their lives"

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STEP 5: Memorize your Brand Statement

Memorize your Brand Statement so you can easily begin to assess each new opportunity and pick those that build on your strengths!

MEMORIZE





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STEP 6: GAIN MAXIMUM EXPOSURE FROM PROMOTING YOUR BRAND

Consider the Brand Statement you created in the previous steps and ask yourself:

- How can I MANIFEST my brand statement when I LEAD?
- How can I USE my brand statement to INFLUENCE and INSPIRE others?
- Which STRENGTHS do I want to LEVERAGE more?
- Which could I IMPROVE and become even better at?
- Which INSPIRE me?
- How can I MAINTAIN CONSISTENCY of my message?

Make note of these and lead from that place, integrating your Brand Statement into all the ACTIONS and COMMUNICATION as a LEADER



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References

Brand builder approach and content was developed based on *Play to Your Strengths* by Andrea Sigetich & Carol Leavitt

She Disrupts IT! You Can Too! Four Powerful Strategies of Successful I.T. Women by Dr. Annette Gibbs-Skervin



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An I.T. professional for more than thirty years, Dr. Annette Gibbs-Skervin is an accomplished I.T. executive, having served in progressively more responsible senior leadership roles at Johnson & Johnson, Procter & Gamble, and Information Services Group (ISG). Dr. Gibbs-Skervin is a certified Professional Coach and a member of the prestigious International Coach Federation (ICF). She is founding partner of Disrupting IT LLC, an I.T. leadership development company.

Dr. Gibbs-Skervin holds a Bachelor of Science degree in Computer Science, an MBA in Finance, and a PhD in Applied Management and Decision Sciences with a focus on overcoming leadership challenges faced by female I.T. leaders.

As a woman in I.T. executive management, Dr. Gibbs-Skervin understands the challenges inherent in climbing the I.T. leadership ladder. She is particularly sensitive to and interested in the development and success of women underrepresented at the highest levels of I.T. leadership.



She is the author of the book **"She DISRUPTS IT! You Can Too! Four Powerful Strategies of Successful I.T. Women"** that is available on Amazon.com.

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