Your Personal Brand: What's Your Shadow Saying?

A quick leadership reflection and action guide

Your brand is what others experience through your everyday actions and decisions.
Rate how consistently each statement reflects you today.

1 | KNOW YOURSELF

I know the values and strengths I want to be known for.	Choose one
My daily actions reflect those values.	Choose one

2 | SHOW UP & LEAD

I communicate clearly, respectfully, and authentically.	Choose one
I follow through on commitments and build trust.	Choose one
I share my strengths and contribute beyond my own tasks.	Choose one

3 | UNDERSTAND YOUR IMPACT

I have a sense of how others perceive me as a leader.	Choose one
I ask for feedback and use it to grow.	Choose one
My reputation reflects the leader I want to be.	Choose one

No total score needed.

Look for patterns: Where are you consistent, and where could you grow?

Reflect. Choose. Take Action.

Your personal brand grows through small, consistent choices.

4 | REFLECT ON YOUR REPUTATION

What three words do I WANT others to use to describe me?

What three words might my team or colleagues use TODAY?

Where is the biggest gap between those two impressions?

What is one strength or quality I want to be known for?

5 | ONE SMALL STEP, STRONGER BRAND

One action I will take to strengthen my brand:

When will I put it into practice?

How will I know it is making a difference?

Your brand is built through everyday moments.

Keep learning. Keep reflecting. Keep growing. Let your actions speak for you.