

## Top Tips for Leadership iBrand

<b>1. Remember Your Leadership iBrand is Critical to Your Success</b>	<ul style="list-style-type: none"> <li>• Pay close, deliberate attention to shaping your iBrand - It determines how other people experience you and what they think of you.</li> </ul>
<b>2. Everything Matters</b>	<ul style="list-style-type: none"> <li>• Intellectual intelligence (IQ) and technical competence a given</li> <li>• Get the fundamentals right - become the expert in your field, deliver on time and within budget!</li> </ul>
<b>3. Map and Identify Your Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Up, Down and Across the chain</li> </ul>
<b>4. Determine What You Want to be Known for</b>	<ul style="list-style-type: none"> <li>• Stereotypes are real!</li> <li>• You can't avoid being labelled, and other people can't avoid labelling you, it happens instinctively</li> <li>• The opinions/labels people attach to you become part of your Leadership iBrand</li> </ul>
<b>5. Forget your JD!!</b>	<ul style="list-style-type: none"> <li>• What do you do that adds remarkable, measurable, memorable, distinguished, value?</li> </ul>
<b>6. Master the Rules of the Game</b>	<ul style="list-style-type: none"> <li>• Identify and understand the rules of the game that apply in your organisation</li> <li>• Build and maintain strong relationships with your key stakeholders</li> <li>• Excel at mastering the intangible environment</li> </ul>
<b>7. Manage Your PR</b>	<ul style="list-style-type: none"> <li>• When stuff hits the fan excel at damage limitation!</li> </ul>
<b>8. Maintain &amp; Sustain Your Leadership iBrand</b>	<ul style="list-style-type: none"> <li>• Leadership MOT- conduct a quarterly review - get critical feedback from your stakeholders about the impact of your Leadership iBrand</li> <li>• Be proactive - develop strategies that will ensure that your Leadership iBrand is sustainable over time</li> </ul>

<p><b>9. Re-position and Re-brand</b></p>	<ul style="list-style-type: none"> <li>• In response to a changing environment – transforming your Leadership iBrand is often critical to leadership success; so be flexible, innovative and creative in re-shaping and adding value to how others experience you</li> <li>• Continually add value to your Leadership iBrand by creating, joining and contributing useful tips or experiences that support others</li> </ul>
<p><b>10. Communicate your iBrand</b></p>	<ul style="list-style-type: none"> <li>• Skilfully blow your own trumpet, always making sure that you're acknowledged for your results and the work that you do</li> <li>• Value yourself, your competencies, skills and contribution</li> </ul>
<p><b>11. Create a Leadership brand portfolio</b></p>	<ul style="list-style-type: none"> <li>• Document, illustrate and provide “proof” that supports the Leadership iBrand</li> </ul>
<p><b>12. Be an Authentic Diverse Leader</b></p>	<ul style="list-style-type: none"> <li>• Create a way of ‘being’ and ‘doing’ that fits well with your values and personal style</li> </ul>