

Top Tips for Leadership iBrand

1. Remember Your Leadership iBrand is Critical to Your Success

- Pay close, deliberate attention to shaping your iBrand - It determines how other people experience you and what they think of you.

2. Everything Matters!!!

- Intellectual intelligence (IQ) and technical competence a given
- Get the fundamentals right - become the expert in your field, deliver on time and within budget!

3. Map and Identify Your Key Stakeholders

- Up, Down and Across the chain

4. Determine What You Want to be Known for

- Stereotypes are real!
- You can't avoid being labelled, and other people can't avoid labelling you, it happens instinctively
- The opinions/labels people attach to you become part of your Leadership iBrand

5. Forget your JD!!

- What do you do that adds remarkable, measurable, memorable, distinguished, value?

6. Master the Rules of the Game

- Identify and understand the rules of the game that apply in your organisation
- Build and maintain strong relationships with your key stakeholders
- Excel at mastering the intangible environment

7. Manage Your PR

- When stuff hits the fan excel at damage limitation!



8. Maintain & Sustain Your Leadership iBrand

- Leadership MOT- conduct a quarterly review - get critical feedback from your stakeholders about the impact of your Leadership iBrand
- Be proactive - develop strategies that will ensure that your Leadership iBrand is sustainable over time

9. Re-position and Re-brand

- 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
- Continually add value to your Leadership iBrand by creating, joining and contributing useful tips or experiences that support others

10. Communicate your iBrand

- Skilfully blow your own trumpet, always making sure that you're acknowledged for your results and the work that you do
- Value yourself, your competencies, skills and contribution

11. Create a Leadership brand portfolio

- Document, illustrate and provide “proof” that supports the Leadership iBrand

12. Be an Authentic Diverse Leader

- Create a way of ‘being’ and ‘doing’ that fits well with your values and personal style