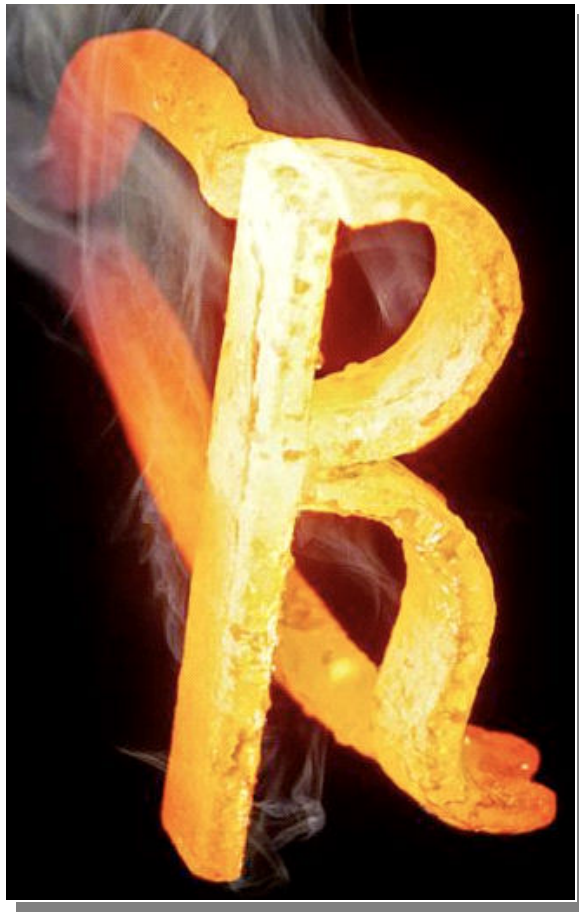
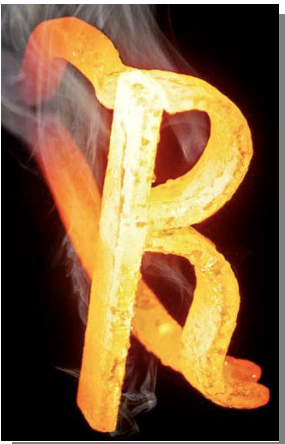


Building Your Leadership Brand



Matt Heller
Hellerm@cfl.rr.com
407-435-8084

What is a Brand?



What does 'brand' mean to you?

A brand identity or promise encompasses

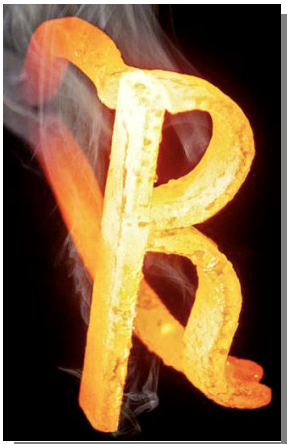
_____ /

_____ /

and

to your customers.

Elements of a Brand



1. _____

2. _____

3. _____

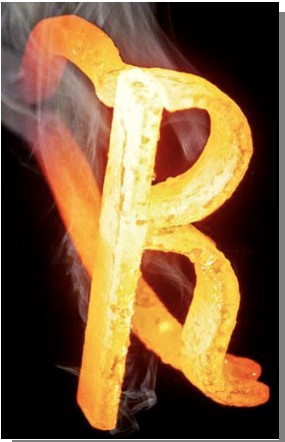
Start building your brand

Is this you?		This IS you!	
Creative	Bold		
Understanding	Giving		
Forceful	Honest		
Kind	Leader		
Humorous	Adventurous		
Inclusive	Perfectionist		
Results-driven	Knowledgeable		
Strong	Optimist		
Realist	Competitive		
Coach	Loyal		
Grateful	Secure		
Accurate	Tolerant		
Empathetic	Compassionate		

Your Brand

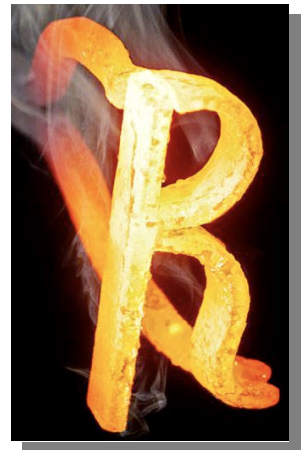
Based on the common elements and goal of a personal brand, develop a short statement that encapsulates who you are and what you deliver.

Use the space below to develop a number of different statements to choose from.



Your Brand

Document your leadership brand here:

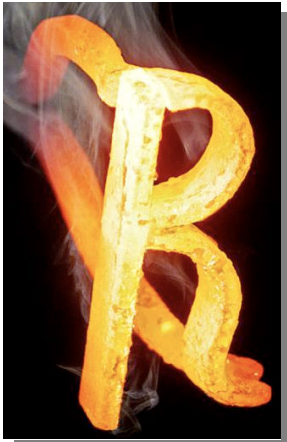


Strategy for implementation:

(What specifically will you do to make this happen?)

More Brands

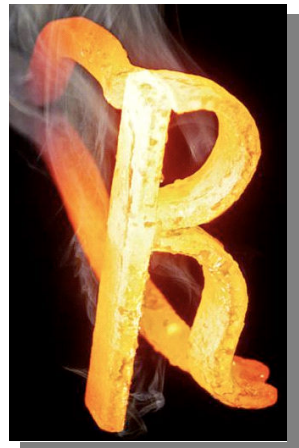
Document the leadership brands of some of your fellow participants here. You can help each other reinforce your commitment to who you are, what you stand for, and what you will deliver to your customers.



Name	Location	Brand

Brand Resources

These brand resources were found by doing a **Google** search for "brand articles". How's that for branding?



The Brand Called You by Tom Peters

<http://www.fastcompany.com/magazine/10/brandyou.htm>

Starbucks' Lessons for Premium Brands—Harvard Business School

<http://hbswk.hbs.edu/item/5973.html>

Why Global Brands Work—Harvard Business School

<http://hbswk.hbs.edu/item/5800.html>

Brandchannel.com—The world's only exchange about branding

Brand Genetics—What is the magic of brands? (including Google, Ikea & Sony)

<http://www.allaboutbranding.com/index.lasso?article=456>

Americans Continue to Be Loyal to National Brands—Marketing Today

http://www.marketingtoday.com/research/roperstarch/americans_loyal_to_nat_brands.htm

Marketing Definitions: Brand

http://www.buildingbrands.com/definitions/02_brand_definition.php