Establishing Your Leadership Brand for Maximum Impact and Visibility

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Consider the Following Scenarios

1. You have a very difficult situation that requires delicate handling and utmost discretion. Whose advise do you seek?

2. You are putting together a task force to consider changes to your organization’s structure. Who do you invite to participate? Who chairs it?

3. You are planning a reception honoring your top salespeople. Who do you get to organize it?

4. You are meeting with representatives from local government to address some pending regulations. Who do you take with you?
What characteristics come to mind...
Leadership Brand Statement

I want to be known for being ____________________________,
so that I can deliver ________________________________.

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
Maybe my clothing makes too much of a statement about my desired personal brand!
What is a Brand?

- An identity
  - Brand image
  - Brand experience
- Brand promise
- Brand relevance
- Brand equity
- Brand awareness
Why Branding?

- Stand out
- Recognizable
- Adds value
- Sets expectations
- Builds trust
- Influence preferences
- Memorable
Leadership Brand

• What it is:
  • What you are known for
  • The value you offer
  • Your point of distinction

• What it isn’t:
  • A copy of someone else
  • The flavor of the month
  • A superficial commitment

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
Critical Insights Required

Situational Awareness
• How does my organization create value?
• What type of person is seen as a leader in my organization?
• What are others’ expectations of my position (and the one above me)?

Self-Awareness
• How do others see me?
• How can I add value?
• How do I remain authentic?

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
Creating a Leadership Brand

1. Desired results
2. Personal identity
3. Leadership brand statement
4. Make it real

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
The Organizational Perspective

- Customer Expectations
- Employee Expectations
- Investor Expectations
- Community Expectations

Organizational Capability Requirements
Desired Results

Organizational Expectations
• Customers
• Investors
• Employees
• Community

Implications for You
• Which do you impact most
• How will you add value
• Measures
“Your ideas are very innovative, intelligent, and original. That’s not the way we do things around here.”
Personal Identity

• Link to desired results
• What you wish to be known for
• Desirable and realistic
• Attribute list
Leadership Brand Statement

I want to be known for being ________________________________,
so that I can deliver ________________________________.

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
Sample Attribute List

- Analytical
- Attentive
- Bright
- Charismatic
- Committed
- Concerned
- Conscientious
- Creative
- Dedicated
- Determined
- Driven
- Emotional
- Even-tempered
- Focused
- Fun-loving
- Approachable
- Benevolent
- Calm
- Clever
- Compassionate
- Confident
- Considerate
- Curious
- Deliberate
- Diplomatic
- Easygoing
- Energetic
- Fast
- Forgiving

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
Sample Attribute List

- Helpful
- Humble
- Insightful
- Intelligent
- Kind
- Logical
- Nurturing
- Outgoing
- Peaceful
- Personal
- Polite
- Prepared
- Quality-oriented
- Respectful
- Results-oriented
- Self-confident
- Service-oriented
- Straightforward
- Tireless
- Trustworthy

- Good listener
- Honest
- Independent
- Inspired
- Intimate
- Knowledgeable
- Loving
- Optimistic
- Passionate
- Pensive
- Playful
- Positive
- Proactive
- Reality-based
- Responsible
- Satisfied
- Selfless
- Sincere
- Thorough
- Tolerant
- Tolerant
- Unyielding

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
Critical Questions About Statement

• Does this statement best represent who I am?
• Do I have a passion for this statement?
• Is this brand identity something that creates value in the eyes of my organization and key stakeholders?
• Is this something that is needed?
• Does it align with my organization’s brand?
• What risks am I taking by exhibiting this brand?
• Is this brand identity something that I have a predisposition toward?

SOURCE: Ulrich, D. & Smallwood, N. Five steps to building your leadership brand. Harvard Management Update.
# Making it Real

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The Authenticity Challenge

• What is authenticity?

• What about you is “authentic?”

• How do you communicate authenticity?

• How do you remain authentic?
“I am me. In all the world, there is no one else exactly like me. Everything that comes out of me is authentically mine, because I alone chose it.”

- Virginia Satir
Key Takeaways

1. We all have a “brand.” Better to manage it strategically.

2. A brand will allow you to be distinctive.

3. Align your brand with your organization’s value creating strategy.

4. Your brand must authentic.