

Your leadership profile

HBR regular contributor, Norm Smallwood defines your leadership profile as your identity and distinctiveness as a leader. Below we're following his 5 steps to help you clearly articulate what you want to be known for, how you're currently perceived and what steps you can take to close that gap.

Step 1: What results do you want to achieve over the next year?

In the next 12 months, what are the major results you want to deliver at work? This is much more than your skills and strengths; it's an outward focussed expression of the results you want to be known for. Consider all key stakeholders eg students, parents, colleagues and college leadership.

Step 2: What do you wish to be known for?

What are the traits and skills you're currently known for?

As you consider your leadership potential, what are the traits and skills that you need to be known for to succeed in your next role?

Step 3: Define your identity

Combine the traits articulated above into a series of two-word statements. Consider a range of identities that might be relevant in different contexts.

Step 4: Construct your leadership brand statement then test it

Using the insights above, construct your leadership brand as a statement, or several statements.

I want to be known for

So I can deliver

For

I want to be known for

So I can deliver

For

Who will you test it with by asking these questions:

- Is this the brand identity that best represents who I am and what I can do?
- Is this brand identity something that creates value in the eyes of my organisation and key stakeholders?
- What risks am I taking by exhibiting this brand? Can I live this brand?

Step 5: Make your brand identity real

What actions do you need to take to bring your leadership brand to life?