

The Deep Dive | July 2026

By Deepsky Leaders



By Design or By Default

A recent session with a group of senior leaders. The theme: communication and executive presence. Midway through, three questions went up on the screen:

- What do I want to be known for as a leader?
- What am I actually known for?
- What's the gap — and what is one thing I will do about it?

The first question energised the room. The second quietened it. The honest answer to what you're actually known for is rarely identical to what you intend.

Three Questions That Reveal the Gap

Your leadership brand is being shaped every day — through every interaction, decision and impression you leave behind. The only question is whether that's happening deliberately. These three questions, worked through in the session, are a practice worth repeating.

What do I want to be known for? Ambition isn't enough — it needs definition.

Try this: write down the two or three specific behaviours you want people to associate with your leadership. If they're vague, sharpen them until they're observable.

What am I actually known for? Self-perception isn't data. Reputation is.

Try this: ask a trusted colleague what people actually experience when they work with you — and listen without defending.

What is the gap — and what one thing will I do? Awareness without action changes nothing.

Try this: pick the single biggest gap between the first two answers, choose one visible change, and hold it for a month.

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The Common Thread

Every leader already has a brand. It exists in how meetings feel when you walk in, how decisions land, what people say when you're not in the room. The choice was never whether to have one — it's whether it's built by design or left to accumulate by default.

A question worth sitting with this month:

If your team described the experience of working with you this week, would it match what you'd want them to say?

At Deepsky, we work with leaders to build the inner foundations that make performance sustainable — for them, and for the teams they lead. If this resonates, the conversation is worth having.