



Legacy Mapping for Leaders

What Will Outlive Your Achievements?

Ken Altenbach Coaching



Introduction: Why This Guide Exists

Legacy is not about what you leave behind when you're gone. It's about what you build while you're here - and whether it truly reflects who you are.

Most leaders spend years chasing the right title, the next win, the external affirmation that they've "made it." But even after the big goals are hit, something often feels unfinished. There's a pull toward something deeper. A quiet question behind the accomplishments: Is this all there is?

This guide is not about retirement planning or brand reputation. It's about alignment. It's about clarity. And it's about stepping into a version of leadership - and life - that you can be proud of while you're still living it.

You don't need to figure it all out today. But you do need to be honest about where you are and what matters now.

This is not a workbook with answers. It's a map built through questions. Take your time. Be real. No one is grading this. It's for you.



Part One: Looking Back, Without the Filter

1. What have you built that you're truly proud of?

Think beyond your resume. What parts of your work or life feel deeply aligned with who you are? What did it cost to build them - and was it worth it?

2. What's something you achieved that felt empty once you got it?

Be honest. We've all chased outcomes that didn't deliver what we hoped. This is not a failure - it's a signpost. What did this experience teach you?

3. What part of you changed as a result of your success?

What traits or habits helped you get to where you are? Which ones hardened or numbed you? Which parts of you got buried along the way?

4. Where did you compromise?

Think about times when you traded clarity for performance. Where did you make moves that didn't feel fully aligned, but felt necessary at the time?

5. What would your 25-year-old self admire about your life right now?

What would surprise them? What might they question?



Part Two: What Actually Matters Now

1. What do you believe leadership is for?

Strip away the buzzwords. In its rawest form, what is the point of leading others? What kind of leader do you still want to become?

2. What are the values that are non-negotiable for you moving forward?

List them. These are not slogans - they are truths. What values are you no longer willing to sideline, even when it's inconvenient?

3. Where are you currently out of alignment with those values?

Not to shame yourself. Just to name it. Where are the friction points? Where are your actions or patterns betraying what matters to you?

4. If you weren't trying to impress anyone, what work would you choose to do?

If there was no applause, no LinkedIn post, no revenue, no outcome - what kind of work would still feel worth doing?

5. What's the cost of continuing to lead in misalignment?

Think about your energy, your presence, your health, your relationships. What is being drained or neglected by avoiding this conversation?



Part Three: Mapping the Legacy That Matters

1. Imagine your leadership being described 10 years after you're gone. What would you want people to say?

Forget achievements. What tone do they speak in? What stories do they tell? How did you show up?

2. What are three "ripples" you want your life and work to create?

These aren't deliverables. These are echoes. The things you hope last - in people, in values, in change. What do you want to be responsible for planting, even if you don't get to see it bloom?

3. What would your ideal contribution to others look like?

This could be mentorship, systems, ideas, culture, presence. Describe the version of you that brings the best out of others.

4. What's already in motion that supports this legacy?

Even if you feel disconnected, some part of your legacy has already started. Name it. Celebrate it.

5. What still needs to begin?

Be direct. What have you been avoiding that aligns with the life and leadership you actually want?



Part Four: Aligning Life With Legacy

1. Are you spending your time in a way that matches your values?

Time doesn't lie. Where is your time going now? Where would you like it to go?

2. Are your relationships being shaped by your legacy or your role?

Do people know the real you, or just the version of you that leads, performs, or executes? What relationships need more presence?

3. Are you building something that will still matter when you're no longer the one leading it?

Sustainability, not scale. Are you creating things that endure without your hand on the wheel?

4. Are you telling yourself the truth - or maintaining a version of success that isn't working anymore?

What's real for you now? What's expired? What's worth keeping?

5. What's one small move you could make this month to better align with your future legacy?

Not a reinvention. A recalibration. A shift that moves you one step closer to integrity.



Final Reflection: Your Legacy Begins Now

Legacy is not the after-effect of your career. It's the result of how you live, decide, lead, and connect - right now.

It doesn't start when you retire. It starts every time you choose clarity over comfort. Every time you move from reaction to intention. Every time you lead from the person you are, not the persona you've built.

If something in this guide stirred something in you, don't ignore it. The questions matter. So does the next step.

You don't have to figure it all out alone. But you do have to get honest about where you are.



Next Step: Clarity in Conversation

Ken Altenbach offers gifted coaching sessions for leaders who are ready to explore what clarity, alignment, and meaningful impact actually look like - not in theory, but in their real life.

These are full coaching sessions. No pitch. No sales script. Just an honest, confidential conversation about where you are and what you're ready to build next.

If you're ready for that kind of space, you can book your gifted session here:

[Insert booking link]

This is where your legacy begins - not later, but now.