**Developing Your Authentic Leadership Brand – Opportunity/Need/Benefits:**

**Opportunity**

* Based on proven brand management thinking from leading brand companies
* Improving your leadership authenticity is absolutely critical in the journey from manager to business leader
* Leadership skills don’t come naturally to many managers with a technical background
* Challenge your understanding of leadership by attending this workshop
* Learn why authenticity is so crucial to being effective in your work.

**Need**

* Enhance your career progression through being an inspiring leader in the workplace
* Effective leaders truly understand the importance of their own brand
* You have projects to do and changes to drive which will be achieved so much more easily and effectively when you understand who you really are and what you are capable of.

**Benefit**

* Transform your leadership brand by having a clear framework and can plot your own plan to becoming that brilliant leader you want to be – true to your own authentic brand
* Become valued and seen as a much more effective business leader in the organisation
* Benefit your career in the short and long term through knowing much more about who you really are

Workshop Outline:

**Leadership Workshop: Developing Your Authentic Leadership Brand**

Brilliant leaders are relaxed and comfortable in their own skin. Their confidence impacts others and often persuades even their critics of the journey to be taken. They achieve high expectations, seamlessly together with a highly motivated team. Often at the beginning of our careers, at times of change or when climbing our career ladder we lose sight of who we are and who we want to be. What is it in us that will have us be that brilliant leader we admire?

This one day workshop uses the power of the participants to identify the essence of each one’s authentic brand of leadership. Every participant starts to populate their brand framework and takes away skills and capability to complete the framework back in their workplace.

Follow-up telephone support is encouraged and provided.

**The power of authentic leaders**

Ask yourself these questions: Which leaders do you most admire? What is it about them that creates trust and loyalty? How do they enrol and engage you in the future they want?

Brilliant leaders in all walks have a confidence and aura which impacts others around them. They know what they want and have a clear vision and roadmap to get it. They articulate this to others, using communication techniques that land the message so the journey to be taken is engaging and inspiring to all. They achieve high expectations seamlessly, together with a highly motivated team.

This workshop will help you to define what it is in you that will make you as effective as the brilliant leaders you admire.

**The proven brand framework**

This powerful workshop uses the proven framework that successful brand companies use to create loyalty and trust in their products. The framework is adapted to look at:

* Strengths and weaknesses – but so what?
* Who you are being when you are at your ultimate best? How you can bring this version of you to the front every time you need to be brilliant and powerful.
* What is happening when your gremlins strike? How your beliefs about yourself limit your leadership.
* Your identity, values and beliefs: what you will never compromise.
* The essence of your personal brand – your strap line and your rallying cry.
* The impact you have on others. Why they will believe your brand: is it congruent with your behaviour and the experience felt by others?
* What environment do you thrive in and how you can create this for yourself every day.
* Can you clearly articulate the future you want? “If people don’t know what you want – how can they help you to achieve it?” Can you hold two seemingly contradicting “wants” as a clear vision for your future?
* Who is representing you – your sponsors, stakeholders and mentors? What do you know about them and how are you going to enrol and engage them to create the future you want? What are they saying about the future you want?

**Benefits to you and to your business**

You will have a clear framework and can plot your own plan to becoming that brilliant leader you want to be – true to your own authentic brand.

These tools, skills and techniques used are invaluable when taken back into your organisation. This same framework can be applied to the brand of and department. What impact does your area have on the rest of the organisation?

Your organisation can have a cadre of dynamic leaders – who know what makes them exceptional, how they can be authentic and true to themselves, bringing out their own unique styles of embracing and leading for the future, with truly motivated teams around them.