

Powerful Leadership Brands: The Blueprint

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At London Business School there's a haunting sculpture — *Listening to History* — a giant book clamped to someone's head. To me, it's a warning: if we listen too closely to history, we can blind ourselves to the possibilities of the future.

And the future is where your leadership brand lives. Because make no mistake: **you are on the balance sheet.** Research guidelines from the Institute of Chartered Accountants shows 40% of firm value and 35% of future growth stem from the CEO and leadership team. That's you.

So how do you reinvent yourself for the decade that matters most? I once asked Marshall Goldsmith — over dinner in Hyderabad — how he sustained success. His answer was simple: *every now and then, you've got to reinvent yourself. How? Change your story. Build a brand.*

That's what this Blueprint is for: 8 questions to help you sharpen, harden, and grow your leadership brand.

The 8 Core Questions

1. **What are you known for?**
(When people call you, why do they call you?)
2. **What do you want to be known for this time next year?**
(What 1–2 things will your brand grow into?)
3. **Where do your current projects challenge you?**
(What's stretching you into new skills or directions?)
4. **What have you learned in the last 60 days?**
(What has provoked you to think in a new way?)
5. **What important new contacts have you met in the last 60 days?**
(Unless your contacts book is growing then it's shrinking by default.)
6. **What's your personal visibility program?**
(Good work doesn't speak for itself — how will you make it visible locally, nationally, globally, digitally?)
7. **What one awesome project did you complete in the last year?**
(And if you didn't complete any major projects what have you been doing?)
8. **What one awesome project will you complete in the next 60 days?**
(And please make sure it's a game changer, extending your brand in new areas.)

Bonus Thoughts

- Remember to share the questions with others
- Also ask 'What are WE known for?' and 'What do WE want to be known for?'
- Killer title #1: *What got you here won't get you there* Marshall Goldsmith
- Killer title #2: *Why should anyone be led by you?* Rob Goffee & Gareth Jones