

Azure Consulting Ltd

4 Lakeside
Calder Island Way
Wakefield
West Yorkshire
WF2 7AW
t: 01924 385600
f: 01924 385622
e: info@azure-consulting.co.uk
w: www.azure-consulting.co.uk



Define the Image You Wish to Portray in the Workplace

This goes beyond the clothes you wear...

Laura Morgan Roberts, a professor at Harvard Business School, defines professional image as the "set of qualities and characteristics that represent perceptions of your competence and character as judged by your key constituents." When you clearly identify what you want to be known for, it is easier to let go of the tasks and projects that do not let you deliver on that brand. Instead, you can concentrate on the activities that do.

Step 1

Whilst identifying strengths is important, the starting point is clarifying what is expected of you. Ask yourself, "In the next 12 months, what are the major results I want to deliver at work?" Take into account customers, the organisation, what is expected of you by your manager etc...

Step 2

What do you wish to be known for? One way is to pick six descriptors that balance a) qualities that come naturally to you with b) those that are critical in your position. For example, if your role requires some thinking outside the box and you consider yourself a creative person, you may want to choose "Innovative". If you are a team player and this is important in your role, you could say "Collaborative".

Step 3

Combine these six words into three two-word phrases that reflect your desired identity. This exercise allows you to build a deeper, more complex description: not only what you want to be known for, but how you will probably have to act to get there. Experimenting with the many combinations that you can make from your six chosen words helps you crystallize your personal leadership brand. For example: "Collaboratively innovative."

Step 4

Combine Steps 1 and 3! "I want to be known for being _____ so I can deliver _____."

With your leadership brand statement drafted, ask the following three questions to see if it needs to be refined: 1. Is this the brand identity that best represents who I am and what I can do? 2. Is this brand identity something that creates value in the eyes of my organisation and key stakeholders? 3. What risks am I taking by exhibiting this brand? Can I live this brand?