

JUST DO YOU

AUTHENTICITY, LEADERSHIP,
& YOUR PERSONAL BRAND

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Date _____

Companion Workbook



The Leader in You

PART ONE



"If your actions inspire others to dream more, learn more, do more, and become more, you are a leader." -John Quincy Adams



Early Life and Leader Influencers



Your Familial Leader Influencers

Who in your family had significant influence on you in your youth? Describe these people.

Your Other Leader Influencers

Who are the people who influenced you deeply in your life? They might be friends, teachers, religious leaders, professors, or coaches. Describe these people.

Why were they important to you and your development?

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—Ralph Waldo Emerson



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Chapter 2: Determine What Matters

Early Life and Leader Influencers



Your Profound Positive Experiences

Were there specific experiences with leaders in your life that affected you in a positive way?
Did it cause you to think differently about yourself?

List 3-5 words that describe these leaders.

What have you carried forward from your experiences with these leaders?
What behaviors have evolved as a result of those experiences?

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Your Profound Negative Experiences

Were there specific experiences with leaders in your life that affected you in a very negative way?
Did it cause you to think differently about yourself?

List 3-5 words that describe these leaders.

What have you carried forward from your experiences with these leaders?
What behaviors have evolved as a result of those experiences?

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Your Defining Moments

Think about a defining moment/great accomplishment in your life when you had to step up to lead.

How did you feel?

What did you learn about yourself?

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Your Setbacks

Think about a setback/defining moment in your life when you felt as if you failed or didn't lead effectively.

How did you feel?

What did you learn about yourself?

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Your Inspirational Leaders

Who has inspired you to dream more, learn more, do more, and become more?

Self-Awareness

Who Are You?

What words would you use to describe yourself?

What words would your family & friends use to describe you?
Feel free to ask them.

What words would your coworkers use to describe you?
Feel free to ask them.

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Self-Awareness



What matters most to you in your personal life?

What matters most to you in your academic or professional life?

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Self-Awareness



What Do You Do?

What made you choose the field you're in?

Is the field what you thought it would be?

What work related to this field makes you burst with energy?

What work related to this field de-energizes you?

What work do you have to do that you don't like and would either stop doing or delegate if you could?

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What Affects You?

What are the things that affect you deeply?

What kinds of things bother you?

What commitments are important to you?

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How Do You Present Yourself on Social Media?

What do you share about yourself on social media and what posts do you interact with?

Look at your social media accounts and describe the last 3-5 posts. (Consider everything you choose to share.)

Review the posts from others that you've liked or shared in the last week. What are they, and are there any themes that stand out to you?

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Career and Aspirations



What Are Your Aspirations?

What motivates you?

In your career, what matters to you? What are you working toward?

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Career and Aspirations: Professional Goals



Professional Goals

What are your professional goals? What goal would you most like to accomplish by year-end?

What job or role would you like to have in two years? Five years? Ten years?

2 years	5 years	10 years

What are your greatest barriers to success?

What are your "best bets," the best areas in which to invest your time and energy?

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Career and Aspirations: Perfect World



In a Perfect World

If you could connect your passion and your energy, what would that role look like?

What is your “dream job”?

If money weren't a factor, what would you want to do for a living?

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*Your leadership reflects what's inside you
and how you choose to apply it.*



Key Takeaways

- The leadership gap is widening. Employee engagement and connection to company values is a growing problem. Organizations struggle to retain employees. Multigenerational workplace environments and conflicting leadership styles cause dysfunctional cultures. Employees want to be valued and to know their work has meaning.
- Leadership can be confusing. Modeling the behaviors of other leaders in an effort to fit in is not the way to leadership success.
- Your leadership expectations and perspectives come from your beliefs about success and positive experiences in your past. When you can't recreate that positive experience, you'll feel discontented and disengaged.
- You'll also seek to avoid negative patterns from past leaders and to solve those issues in your actions. How you choose to react in negative situations dictates the leader you become, regardless of the negative examples to which you've been exposed.
- The best leaders — the outliers — are authentic leaders. They are true to themselves, to their values, and to what they believe — to what matters. This is evident in the experiences they create with others. Their authenticity shines through all they do and motivates, inspires, and influences others. Authentic leaders provide encouragement and direction and are crystal clear about their role: they want to help others grow and develop. Leaders support their direct reports, peers, and their own leaders. They set an example.

Congratulations on Your Efforts Thus Far!

Did you find this process easy or difficult? Looking back can bring up both happy and challenging memories. Looking within can reveal some areas where you aren't your best self. Looking ahead can be daunting and feel overwhelming. But all of this reflection can also be exciting and drive much-needed clarity. The most important thing to remember is that you're on a journey to live and lead with authenticity and purpose.

How are you feeling? Strong? Happy? Vulnerable?