



Program Description: Leading With Excellence: CWE's Blueprint For Leadership Excellence

Competency: Leadership
Overview - Module 2: Building the Brand Called YOU
Competency: Self-Management
Overview - Module 2
(Part II): Marketing the Brand Called YOU

The first step in this process is to evaluate and build this YOU brand. Step two is to tell the world about it. Engaging in meaningful conversations with others about your career desires requires an intentional strategy. And there is a fine line between marketing your career and coming across as self-serving. Leaders must be able to find the balance – that “sweet spot” – to create allies, build equity and advance their career goals/objectives.

Every great leader understands his or her uniqueness. They leverage that understanding to build a leadership platform that enhances their value. The best-kept secrets are just that – secrets.

After attending this module, participants will be able to:

- Present themselves in a compelling and persuasive manner to managers and other key stakeholders (based upon the written and unwritten rules of the organization)
- Clarify what it means to display “leadership presence”
- Build a plan to obtain candid feedback regarding the perceptions of current leadership positioning
- Explain their value to the organization
- Leverage their life experiences to create a unique position within the organization
- Recognize what it takes to obtain sponsors from senior levels of the organization
- Understand how to ask where they stand in the succession planning process
- Comprehend how to establish themselves as the expert and become the go-to resource
- Create strong leadership perceptions by sharing knowledge, coaching and mentoring others