



ITD Vietnam July 2023 edition

A special issue from ITD World Vietnam

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Letter from the Editors

Letter from the Editors

Welcome to ITD World Vietnam's July 2023 issue! In this edition, let us embark on a thought-provoking journey as we delve into the profound theme of **Finding Purpose & Fulfillment in life**.

We believe that true success is not solely measured by material achievements – but also by the fulfillment derived from living a purpose-driven life. Living an "earned life" is a concept that challenges us to go beyond conventional notions of success and delve deeper into our individual passions and values.

Within this issue, you should be able to explore the steps and mindset required to discover and embrace our true purpose. In addition, you should also be able to tap into the transformative power of aligning our personal and professional lives, and how finding meaning can positively impact your overall well-being.

As a bonus, we will also be going over the importance of personal branding for leaders in today's dynamic business landscape. In the final section of this issue, we will explore the strategies and principles that can help you build an authentic and influential personal brand, enabling you to effectively communicate your vision, values, and expertise.

We hope that this July issue serves as a guiding light, illuminating your path toward purpose, fulfillment, and success in life.

Wishing you all the best,
ITD World Vietnam team

02

Finding Life Purpose: The 1st Step to a Fulfilling Life

Finding Life Purpose: The 1st Step to a Fulfilling Life

What is Life Purpose?

The concept of life purpose encompasses the establishment of a comprehensive framework of aspirations – as well as a sense of direction for one's existence. These aspirations serve as the primary impetus that propels us out of bed each morning – a guiding light that informs our choices and actions, thereby infusing life with meaning.

Oftentimes, we envision our ideal life as a harmonious blend of career success, a loving family, and an extensive social network. However, even when all these factors are seemingly fulfilled, many people still experience a lingering sense of incompleteness – an intangible void that suggests they have yet to discover and fulfill their life's objectives.

Why is Finding Life Purpose Important?

“People who use time wisely spend it on activities that advance their overall purpose in life.”

John C. Maxwell

Discovering life purpose is paramount to achieving a state of contentment and happiness. We become aware of the reason behind everything we do – that we are actively contributing to society in certain ways. This knowledge brings about a sense of satisfaction and connection with those around you, making life happier and more meaningful.

Finding Life Purpose: The 1st Step to a Fulfilling Life

Why is Finding Life Purpose Important?

In 2010, a study published in the journal *Applied Psychology* found that people who live with purpose and have a sense of meaning in what they do generally enjoy a longer life expectancy. Other related research has also suggested a strong correlation between finding life purpose and better well-being – including but not limited to:

- Lesser risk of stroke and heart attack.
- Improved sleep quality.
- Reduced risk of dementia/ disabilities.
- etc.

In 2016, according to the *Journal of Research and Personality*, the results of another study revealed that people who find purpose in their work generally earn more than those who do not.

Each Person's Life Purpose is Unique to Themselves

For some people, their life goal might be to find a job that is meaningful and satisfying. For others, responsibility with family members/ relatives may come first before others. On the other hand, some are able to realize meaning in life via their spirituality or religious beliefs.

As you may see here, nobody has the same life purpose. Even if you have (seemingly) determined what your ultimate goal is, that one is completely changeable – and will (definitely) change throughout your life, as new priorities and shifts in personal perception arise.

Finding Life Purpose: The 1st Step to a Fulfilling Life

Each Person's Life Purpose is Unique to Themselves

Research by Hill et al (2010) classifies human life purpose into 4 main groups:

Prosocial	defined as the desire to help others and influence the social structure.
Creative	characterized by an affinity for arts and a constant thirst for new, original things.
Financial	involving goals related to earning and success in management.
Personal Recognition	a deep, burning desire to be recognized and respected by others.

When Should One Reflect on Their Life Purpose?

The idea of finding life purpose may arise at any juncture throughout our existence – particularly during moments of transition or crisis, such as career shifts, educational pursuits, or personal losses.

We can think of human life as a vast and intricate house, comprised of numerous rooms. As we progress through different phases, the confines of our current “room” can become constricting. It is during these times that we find ourselves yearning to expand our living space and explore new avenues.

Finding Life Purpose: The 1st Step to a Fulfilling Life

When Should One Reflect on Their Life Purpose?

Venturing into other “rooms” presents us with fresh opportunities, ushering in a shift in our life’s purpose. Concurrently, this process fosters profound transformations on physical, mental, emotional, and spiritual planes, occasionally leading to a period of apparent “chaos” – when we come up with new questions for ourselves.

Herein lies the secret to a fulfilling life: constantly questioning our existence.

Throughout each stage of our lives, we are faced with distinctive inquiries and come across new prospects, all of which offer us the chance to evolve and forge our own extraordinary path.

Finding Life Purpose – “Easier Said Than Done”

So, what exactly is my purpose in life?

To truly answer this question, one must delve deep into their innermost desires and aspirations. In most instances, the initial response might involve familiar things such as:

- Success.
- Being cherished.
- Making a positive impact on others’ lives.
- Happiness.
- Wealth.
- etc.

Finding Life Purpose: The 1st Step to a Fulfilling Life

Finding Life Purpose – “Easier Said Than Done”

At this juncture, some of us may claim, “I want all of them!”. Without pausing to reflect further, we immediately think of a plan to become an influential figure, brimming with success and opulence, capable of leaving an indelible mark on the world.

Such ambitions are undeniably admirable, aren't they?

Now, envisage this scenario: fast forward 10 years into the future, and you have indeed attained it all –success, riches, and fame. You stand as the esteemed proprietor of a renowned multinational enterprise, admired by people worldwide as the epitome of achievement.

You have accomplished every objective set a decade ago. However, amidst this triumphant tableau, a crucial question arises – Are you truly happy?

To your surprise, you may realize that, in pursuit of your aspirations, you have had to make substantial sacrifices – including:

- The missed opportunity to find and experience the love of your life.
- A scarcity of quality time spent with your family.
- A dearth of social interactions with cherished friends.
- An absence of a blissful, harmonious family life.
- etc.

It then dawns upon you – while the goals you initially set were not inherently flawed, they were not your true life purpose. At this juncture, you may discover that what you really want all this time – is simply to cultivate a loving and joyful family. You see, that is the reason why we must soon strive to find our life purpose and unravel the true essence of our existence – right now!

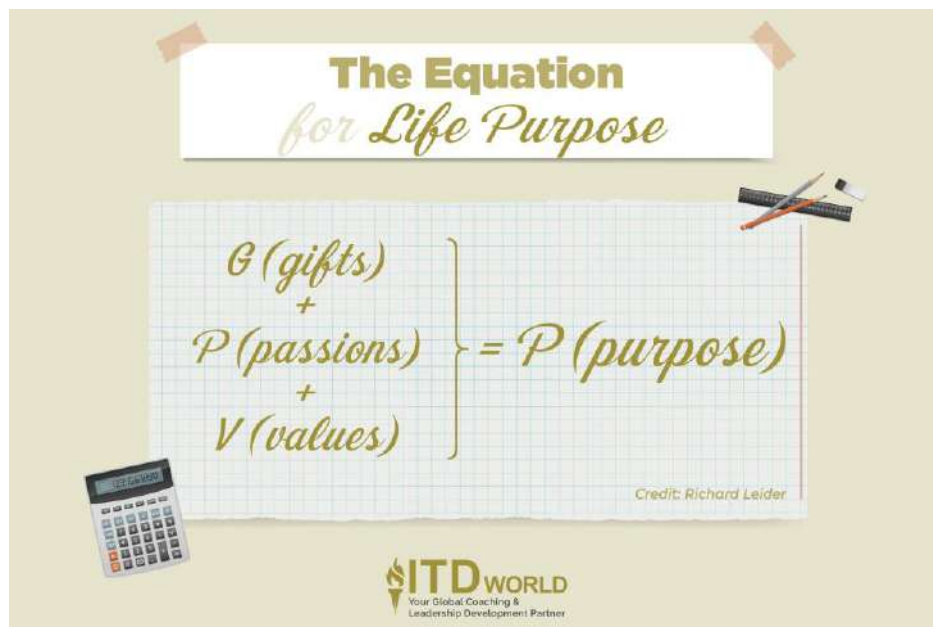
Finding Life Purpose: The 1st Step to a Fulfilling Life

What is My Real Life Purpose?

Have you ever pondered the profound question: What is my true purpose in life?

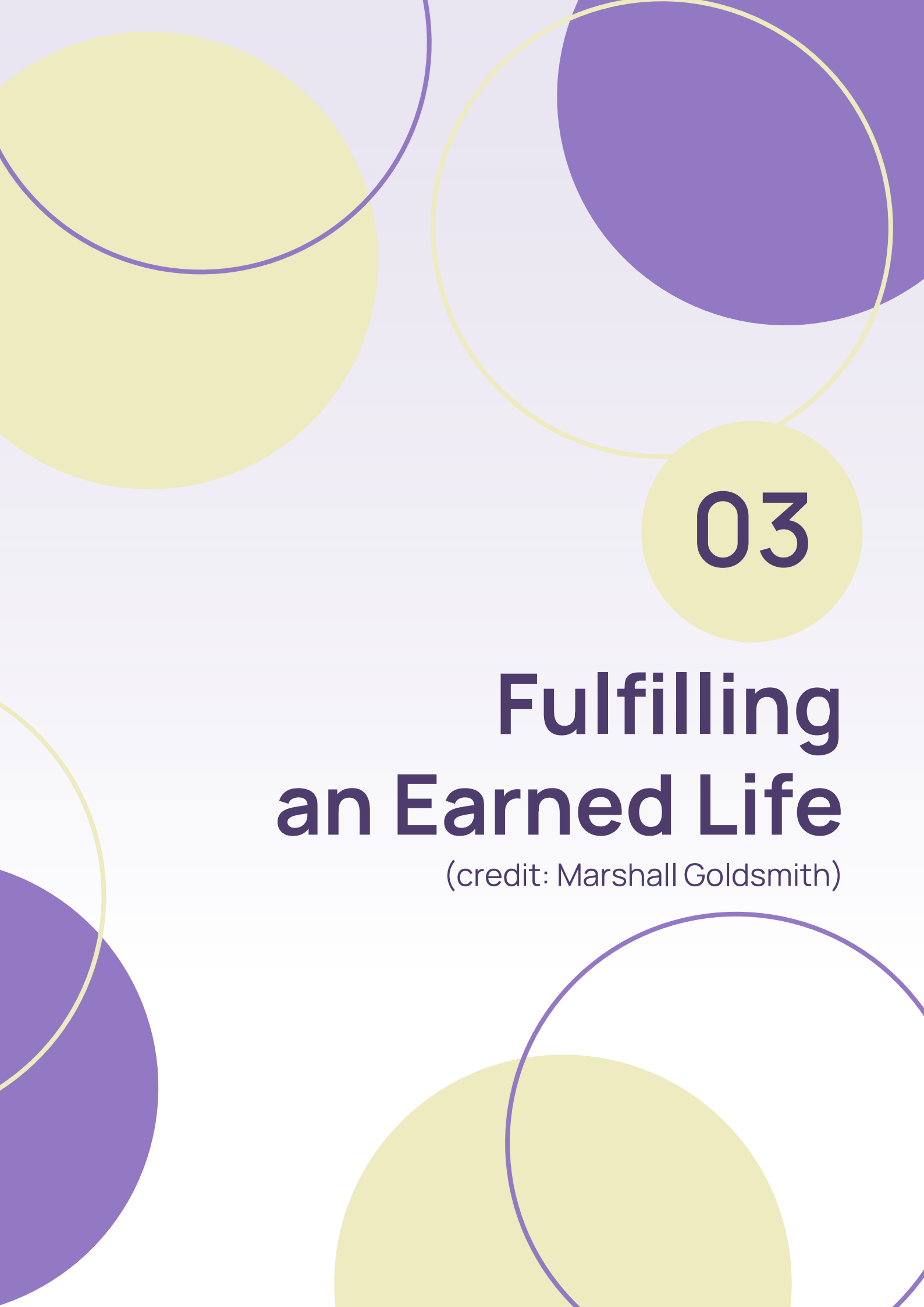
The essence of existence lies in recognizing the unique “gifts” bestowed upon us – our appearance, cognitive faculties, reasoning abilities, communication skills, and more – and leveraging them to make meaningful contributions to the world.

Whether this impact is universally acknowledged is of little importance; what truly matters is that our actions ignite greater joy in the lives of those around us.



Richard Leider

Renowned author in the field of Coaching and Mentoring



03

Fulfilling an Earned Life

(credit: Marshall Goldsmith)

Fulfilling an Earned Life

Live your own life, not someone else's version of it.

Many people ask themselves whether they are living a fulfilling life and whether they've made the right choices. Many of us continue to live in regret, ruing the decisions that took us down a path different from what we had envisioned for ourselves.

Even the most successful people can question their life choices and feel unfulfilled because they've neglected an aspect of their life that might have given them more of a sense of emotional accomplishment. What is an earned life, then?

We live an earned life when the choices, risks, and efforts we make in each moment align with an overarching purpose in our lives.

What Does "Earned" Mean to You?

Think of a moment in your life that offers the most inarguable connection between what you set out to accomplish and what you ended up with. Perhaps your moment is as simple as wanting an A in algebra and devoting hours of study to get it.

Or maybe it's that time you came up with a brilliant insight that instantly solved a problem that had all your colleagues stumped, elevating their opinion of you. Or maybe it's an achievement with many moving parts: starting up your own business, writing a script and getting it sold, creating a product, and bringing it to market.

Fulfilling an Earned Life

DO THIS:

Now take that earned feeling and amplify it.

Connect it to some objective greater than a transitory goal, something worthy of pursuing for the rest of your life. Pick one overarching purpose in your life. Perhaps you want to connect your earned events to a spiritual practice so you can steadily become a more enlightened human being.

Or it may be something as farsighted as creating a legacy that benefits other people after you're gone. Perhaps it's someone else's example that inspires you to be a better person (for example, the famous closing scene in the World War II movie *Saving Private Ryan*, in which a dying Captain John Miller, played by Tom Hanks, having sacrificed his life to save Private Ryan, whispers to him, "Earn this").

Your options are endless, but the earning process remains the same:

- (a) making a choice,
- (b) accepting the risk, and
- (c) getting it done, with no gas left in the tank.

The only difference is that you're attaching your efforts not to a momentary reward, but to an overarching purpose for your life.

Although this is a warm-up exercise before the heavy lifting, it's not an easy one. Most of us, at any age, have rarely been challenged to identify a greater life purpose. Fulfilling the mundane demands of daily life is more than enough to occupy our brain from hour to hour.

Fulfilling an Earned Life

An Earned Life Begins with a Choice

We easily make at least a hundred choices a day, without realizing we're doing it. We choose what to wear, what to eat, the route to work (even if it's the same route as always, it's still a choice), when to take a break, what to read, what to watch, when to go to bed.

Most of our choices are not focused but ad hoc, that is, instant or unthinking, automatic — but choices still. It's when we decide to choose that we make change or progress. I've heard a writer say to someone, who asked him where he found the time to write, "I chose to find the time." Sometimes if you don't choose, you are in a way making a choice not to be productive or not to choose something as a priority.

The luckiest people on earth, at least in terms of career, are the ones who can honestly say, "I get paid to do for a living what I would gladly do for free." Musician, video gamer, park

ranger, fashion designer, food critic, professional poker player, dancer, personal shopper, and member of the clergy. All of them excel at what they love and love what they excel at—and the world is willing to pay for it. Whether the payday is staggering or puny, they rarely regret the path they've chosen—because it was the only path they could see for themselves. In other words, they had no choice.

Not far behind these lucky few are the accomplished people who, when asked how they came to their current station in life, reply, "It was the only thing I was good at." We've heard this line from advertising wizards and gardeners and software designers and journalists. They're not so fortunate that they would do their jobs for free, but the ease they felt in choosing their career path is identical to what the video gamer or cleric felt. They believed they had no other choice.

Fulfilling an Earned Life

An Earned Life Begins with a Choice



If you do what you love with purpose, you will live an “earned life”.

Dr. Marshall Goldsmith

Creating an earned life begins with a choice. It begins with sifting through all the ideas you harbor for your future (assuming you have ideas) and choosing to commit to one idea above all the others.

This is easy to say and not so easy to do. Perhaps you are a restless creative type with an excess of ideas who cannot pinpoint the single idea you want to work on. Perhaps you

have the opposite problem: You lack ideas and automatically default to inertia instead.

In such a tight spot, where do you begin? How do you make up your mind about the future, the sacrifices you'll have to make, who you share it with, and where it happens? How can you be sure your eventual choice offers you the best chance for achieving fulfillment rather than suffering regret?

Fulfilling an Earned Life

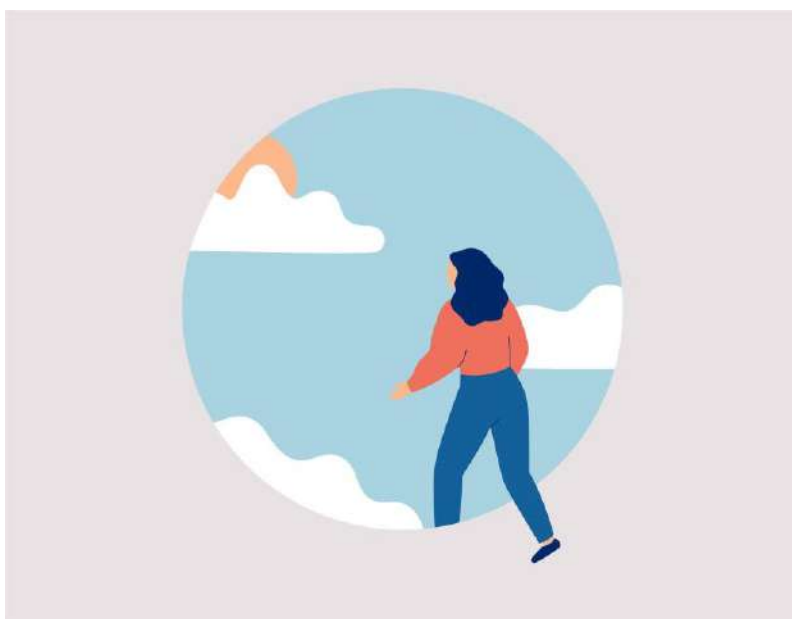
An Earned Life Begins with a Choice

The conventional first step is to ask yourself a question such as, "What do I want to do next?" or "What would make me happier?" This is not the way to begin. First, you need to run through a few preliminary steps. Each step should help you narrow the many options to a single one where you have no choice.

Creating an earned life is first and foremost a matter of scale. Go big on important things that

keep you on message, and small on things that don't influence the outcome. This is the secret of living an earned life: It is lived at the extremes. You are maximizing what you need to do, minimizing what's unnecessary.

It's when we decide to choose that we make change or progress.



Fulfilling an Earned Life

What Really Matters in Life?

The beauty of obligation is that it directs us to keep our promises to others.

Most people don't want to "do nothing" all day. We have hopes and dreams, goals and ambitions. We want to contribute to the world, and make it a better place, not "retire" from it to a life of "leisure".

For most of us, the prospects of sleeping in late, lounging on the beach, improving our golf scores, living on cruise ships,

and lazing about all day may sound good for a short time, but they hold little allure for us in the long term.

So, what really matters in life? The answer to this question can be boiled down to six major themes:

- Wealth
- Health
- Relationships
- Contribution/Achievement
- Meaning
- Happiness

Wealth

Some have more than others, and some have less, but most of us would agree that while it can be used to pay for nice homes, fast cars, and fine dining, it can't purchase meaning. Beyond a middle-income level, the amount of money you have bears little correlation to how happy you are.

Fulfilling an Earned Life

What Really Matters in Life?

Health

Health is critically important to enjoying life. Good health is a combination of luck, a healthy lifestyle, and medical care.

Relationships

The relationships we have with our friends and family members are key to our emotional well-being.

Contribution/Achievement

For most of us, we are fortunate in life and seek to give back, make a positive contribution, and even leave a legacy. Helping others as we've been helped is important to us.

Meaning

Work that has meaning is important to our sense of well-being. We want to feel that we are making a real difference in the world.

Happiness

Everyone wants to be happy. True happiness can't be bought – it has to be lived!

Fulfilling an Earned Life

What Really Matters in Life?

As you contemplate these themes and set your goals for this year, you might choose to volunteer or work on projects that make the world a better place. You might choose to change to a job or a career where you have more opportunities to serve.

Whatever your choice is, the most important thing to do is to

think about your life. Now is a great time to start planning the rest of it.

How can you make a contribution? How can you find meaning? What will make you happy? How can you make this time count—for yourself, the people around you, and the world?

Paying the Price for an Earned Life

Earning your life is not free. You pay in terms of time, commitment, focus, and more. But when you are fulfilled, will you be looking at the price of your efforts?

Some years ago, Dr. Marshall Goldsmith was one of the speakers at a Women in Business conference hosted by the private wealth group at UBS, the Swiss bank. The speaker preceding him was a pioneering

female in the tech industry, the founder and CEO of her own company, and something of a celebrity. She was a hard act to follow.

She said she didn't conduct mentoring sessions too often, because running a company was a demanding job and she'd be spending all her time mentoring women if she accepted every invitation that came her way.

Fulfilling an Earned Life

Paying the Price for an Earned Life

She said she stuck to the three things in life that mattered to her. She spent time with her family. She took care of her health and fitness. And she tried to be great at her job. Those three roles ate up all her bandwidth. She didn't cook, do housework, or run errands. Having grabbed the full attention of every woman in the room, she doubled down on her blunt message: "If you don't like cooking, don't cook. If you don't like gardening, don't garden. If you don't like cleaning up, hire someone to clean up. Only do what is core to you. Everything else, get rid of it."

A woman in the audience raised her hand, declaring, "That's easy for you to say. You're rich."

The CEO wasn't buying that excuse. "I happen to know that the lowest salary in this room is a quarter of a million dollars," she said. "None of you would be

invited here if you weren't doing well. Are you telling me that you can't afford to hire someone to do the stuff you don't want to do? You wouldn't accept minimum wage as a professional. Why is it okay anywhere else? You are totally devaluing your time."

She was delivering a hard truth that's tough for many people to accept: To pursue any kind of fulfilling life, especially an earned life, you have to pay a price. She wasn't talking about money. She was talking about making the maximum effort on the important things, accepting the necessary sacrifices, being aware of the risks and the specter of failure, but being able to block them out.

Some of us are willing to pay that price. Others are not, for reasons that are compelling, but also, when all is said and done, regrettable.

Fulfilling an Earned Life

Paying the Price for an Earned Life

One of the more common excuses is a variation on the well-known concept of loss aversion — our impulse to avoid a loss is greater than our desire to acquire an equivalent gain.

We are willing to pay the price when there's a high probability that our efforts will achieve success, but far less eager when the probability is low. We want certainty that our effort and sacrifice will not be in vain. We are terrorized by the prospect of putting everything we have into achieving a goal and ending up with nothing to show for it.

Total commitment shouldn't be a futile gesture, we think. It's not fair. So we avoid paying that price. No commitment, no futility.

Earning your life is not free. You pay in terms of time,

commitment, focus, and more.

Another reason is a failure of vision. Our sacrifice today does not yield a reward we can enjoy today. The benefit of our self-control is far down the road, given to a future version of us whom we do not know. It's why we'd rather spend our spare cash on ourselves now than save it and let the wonders of compound interest turn it into a useful sum 30 years later.

Some people can pay that price, foreseeing the future gratitude they'll feel toward their former self who sacrificed in their interest. Some people can't see that far ahead.

A third reason is our zero-sum view of the world, in which winning something here means losing something there.

Fulfilling an Earned Life

Paying the Price for an Earned Life

Paying the price is an opportunity cost, calculated in what we must sacrifice: "If I do this, I can't do that." This view isn't entirely wrong. It's merely pointless as a consideration about paying the price. When we choose to pay the price — that is, do something challenging and risky rather than an easy sure thing — it doesn't follow that we have sacrificed the sure thing.

Most times, when you choose the difficult path, you've automatically eliminated all other options, including the sure thing. After all, you can't be in two places at the same time; something's got to give. The sooner you accept that, the more comfortable you'll be about paying the price.

The great French skier Jean-Claude Killy said, "I train wherever it's winter. Half the year in the Northern

Hemisphere, half in the Southern Hemisphere. I haven't experienced summer in years." Killy, a French national hero and the dominant athlete at the 1968 Winter Olympics, where he swept all the gold medals in alpine skiing, wasn't describing the absence of summers as a hardship he suffered. He was stating that he was comfortable with the price he paid to be a world champion. He could experience summer as much as he wanted after he put his gold medals away.

And finally, there is a fourth reason people hesitate to pay the price for earning anything: It forces them out of their comfort zone.

Fulfilling an Earned Life

Paying the Price for an Earned Life

For example, we may not like confrontation and avoid it nine out of 10 times. It just isn't worth it. But that tenth time, when something we value greatly is in jeopardy (a project, the family, a friend in need), we should be willing to confront anyone to do what we think is necessary.

We don't enjoy doing it, but we don't regret having done it.

To pursue any kind of fulfilling life, especially an earned life, you have to pay a price.

Mastering the “Earning Response”

Our responses are the only things we can control.

Building good habits helps us achieve our earned lives.

There's no mystery to how we form a good habit.

If we respond poorly every time to the same stimulus, we shouldn't be surprised that we get the same disappointing

outcome each time. Eventually, our poor response becomes predictable — we've acquired another poor habit. The only way to eliminate the new habit is to consciously change our response to the unchanging stimulus with better behavior.

For example, instead of “killing the messenger” who brings us bad news, why not remain calm and thank the messenger for giving us the news we need to hear? Change the response, then change the habit.

Fulfilling an Earned Life

Mastering the “Earning Response”

As long as we add a thoughtful pause between the stimulus and the outcome before we make our official response. The pause gives us time to consider both the explicit and implicit message of the triggering event, as well as the desired outcome of any action we take. It pushes us to respond rationally, in our

best interest, rather than emotionally or impulsively.

This is how good behavior is ritualized and repeated and transformed into a lasting habit. The same dynamic also applies to something as complex and consequential as living an earned life.

Disengage from Your Past

In achieving an earned life, you are constantly becoming someone new.

Our lives are marked by transitions where we move from one phase to another, as we continually change who we are and become someone new.

Before you can effectively earn the next phase of your life, you have to disengage from the old phase that you claim to have left behind.

You not only have to let go of past achievements (you are not the person who earned those achievements, that is, you have become someone new), but you also have to relinquish your old identity and way of doing things. It's okay to learn from our past, but I don't recommend going back to visit every day.

When Dr. Goldsmith first met the great football player Curtis Martin in 2018, it had been 12 years since he'd retired from the NFL. Mr. Goldsmith was curious about how he handled the transition from pro athlete to civilian.

Fulfilling an Earned Life

Disengage from Your Past

What did he miss? What had been difficult to let go? Was it the competition, his teammates, the cheering, or the usual stuff we hear in postgame interviews?

It was NOT.

Curtis said he missed the “patterns” of being a professional athlete. Players who make it to the NFL tend to be the best athlete in a generation from their high school. Since their early teens, they are noticed, coached, and cared for by well-intentioned adults. They never have to ask for any direction from their elders.

It is always coming their way, even when they are wealthy superstars in their 30s with minds of their own. From summer camp in July to the playoffs in January, every minute of an NFL player’s day is programmed and regimented: what to eat, when to work out,

when to study film and memorize the playbook, when to practice, when to take therapy for injuries, when to show up for the team bus or jet.

It is not surprising that the most productive players come to correlate some portion of their success with the patterns of training and working they’ve adopted for so many years.

This is where the Every Breath Paradigm— “Every breath I take is a new me”—asserted itself for Curtis.

The Every Breath Paradigm comes from Buddha. When Gautama Buddha said, “Every breath I take is a new me,” he wasn’t speaking metaphorically. He meant it literally. Buddha was teaching that life is a progression of discrete moments of constant reincarnation from a previous you to a present you.

Fulfilling an Earned Life

Disengage from Your Past

At one moment, through your choices and actions, you may experience pleasure, happiness, sadness, or fear. But that specific emotion doesn't linger. With each breath, it alters, eventually vanishing. It was experienced by a previous you.

Whatever you hope will happen in your next breath, or the next day or the next year will be experienced by a different you, the future you. The only iteration of you that matters is the present—you who has just taken a breath.

When we disengage from our previous selves, creating a new self is as easy as turning off the lights when we leave a room.

Community is Essential to the Earned Life

The community comprises all the people in your life. Even if you are compliant in what you do, accountable to yourself and others, follow up to ensure you're doing what you set out to do, and measure the results, you still need a community to nurture you.

You may think of yourself as a wholly self-made rugged

individualist who takes responsibility for choices made, never whines "It's not fair!" and always rejects the role of victim or martyr. We've met admirable people who embody all these traits but one: None of them believes they are wholly self-made. They know that an earned life cannot be achieved in isolation. It only thrives within a community.

Fulfilling an Earned Life

Community is Essential to the Earned Life

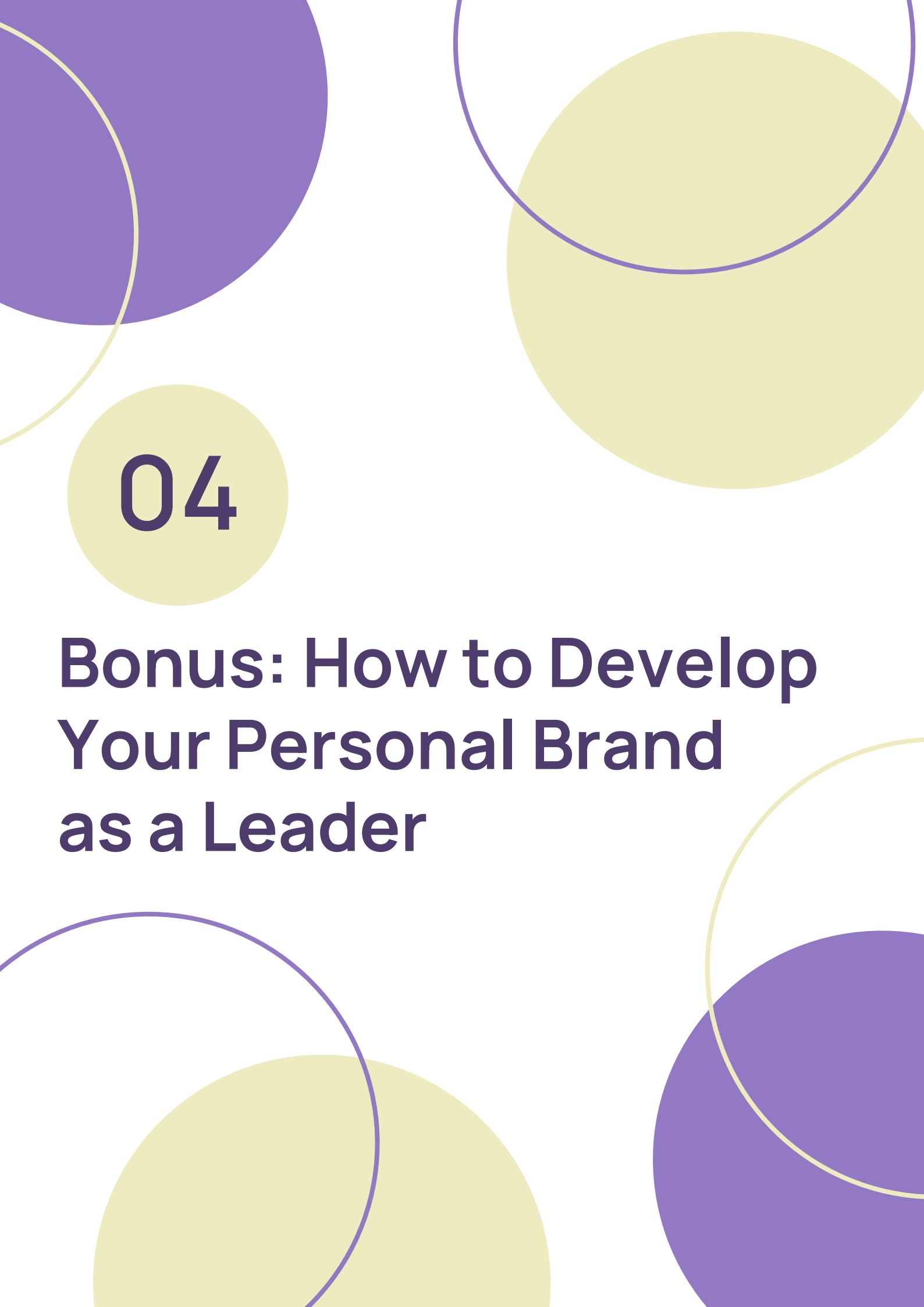
Not only do they appreciate that their choices and aspirations affect other people (it's one of the first lessons in Humanity 101: "No man is an island," and all that), but they never lose sight of the fact that a community is not all one-way streets. Everything is reciprocal in a community.

Much of the good that you do for others without expectation of payback – comforting them, following up with them, connecting them to someone, or simply being present and hearing them – comes back to you whether you seek it or not, because reciprocity is a defining feature of the community.

But in a community, this reciprocity is not merely the two-dimensional kind between two individuals. In the right kind of community, it's three-dimensional—as if everyone has a license to help and coach

anyone else at any time. It's not the transactional I'll-scratch-your-back-if-you-scratch-mine reciprocity of aggressive networking. It happens when someone says, "I need help." And someone else, without making a "What's-in-it-for-me?" calculation, hears the plea and responds, "I can help." In healthy communities, "I can help" is the default response. If you were to chart the crisscrossing lines of communication and generous acts among members of a healthy community, it would look as wild and random as a Jackson Pollock drip painting or a map of our nervous system.

The community lies at the heart of our fulfillment. What life is earned if you are alone?



04

Bonus: How to Develop Your Personal Brand as a Leader

Bonus: How to Develop Your Personal Brand as a Leader

Crafting an impactful personal brand is essential for any aspiring leader – so as to both propel career growth and foster organizational success. Investment in leadership branding will help position one as an esteemed figure, attract coveted opportunities, and cultivate a dedicated following on their professional journey.



What is Leadership Branding?

Leadership branding is the process of establishing a positive and memorable impression of oneself as a leader. It involves developing a clear and consistent message about one's leading style, values, and accomplishments.

Effective personal branding is crucial for leaders to build trust, credibility, and influence.

Additionally, it also enables them to better achieve their career goals – as well as contributes to building up a more successful organization.

Bonus: How to Develop Your Personal Brand as a Leader

Types of Leadership Brands

When it comes to leadership branding, there are a variety of approaches – some of the most common styles include:

Visionary leaders: These are people who have a clear vision for the future – and are able to inspire others to follow them.

Authentic leaders: Authentic leadership places a strong emphasis on being genuine and true to oneself – as well as other values such as honesty, trust, and transparency.

Servant leaders: This approach is characterized by the tendency to put the needs of others before one's own, be selfless, compassionate, and willing to help others.

Transformational leaders: These are people who strive to inspire others to change and grow. Innovation is at the core of their management philosophy – under all circumstances, they are always looking for new ways to improve.



Bonus: How to Develop Your Personal Brand as a Leader

Why is Leadership Branding Important?

Building trust and credibility

In the business realm, the trust serves as the foundation for forging relationships and securing deals. When people understand your values and capabilities, they are more inclined to trust and follow your lead.

Attracting & Retaining top talent

Given today's fiercely competitive job market, attracting and retaining exceptional talent demands more than just a paycheck. Specifically, top-tier individuals are constantly seeking leaders they respect and admire. For this reason, a compelling personal brand becomes a magnet for managers to draw the best talent to their team.

Empowering goal achievement

With a strong personal brand, leaders bring about a sense of vision and purpose that resonates with their team members, encouraging them to align their individual goals with the overall organizational objectives. By consistently embodying such core values, managers are better equipped to motivate and empower others to overcome challenges and pursue ambitious goals. In addition, they also have a better chance of attracting partners/ those that share the same ambitions into their own circles.

Unleashing innovation capabilities

When employees trust and respect their leaders, they feel more comfortable sharing their ideas and taking calculated risks. This fosters a culture of collaboration and open communication – where diverse perspectives are valued and encouraged – as well as promotes accountability and ownership. As a result, the organization becomes more adaptable and responsive to change, driving innovation and enabling the achievement of breakthrough results.



Bonus: How to Develop Your Personal Brand as a Leader

5Ps of Leadership Branding



Personal Attributes

Personal attributes refer to one's unique qualities – encompassing their personalities, values, and beliefs – that set them apart as a leader (e.g.: fairness, decisiveness, optimism, etc.). They serve to shape your leadership brand, as well as influence the thoughts/ actions of those around you.

For example, if you are known for being empathetic and approachable, people will be drawn to you for guidance and support.

Position

Position involves the leader's ability to utilize their power to bring about a difference to the team. One aspect of this is leveraging your position to support others' growth and development.

For instance, if a team member expresses an interest in acquiring new skills or knowledge, as a manager, you have the authority to facilitate their enrollment in relevant courses – by collaborating with HR, finance, or your superiors to secure funding.



Bonus: How to Develop Your Personal Brand as a Leader

5Ps of Leadership Branding



Purpose

Finding out the “why” behind what you do is what Purpose is all about. Many businesses do this by declaring their mission statement – a formal explanation of the company’s goals and beliefs, as well as the larger influence they intend to make on the world.

As a leader, it is your responsibility to rally the team around certain shared goals. Your strategy and vision are what encourage people to contribute to the visualization of such objectives.

A good example of this point is Elon Musk – his leadership is driven by the ambition of revolutionizing transportation and energy, evident in his ventures such as Tesla and SpaceX.

Practices/ Processes

This component of leadership branding refers to the way one approach and executes tasks – which is also a reflection of their management style, core values, and commitment to excellence (e.g.: transparency and openness in communication).

Processes are essential for effective team performance – they provide structure, clarity, and direction, ensuring that each member is aware of their role in achieving the overall objectives. For those in management positions, it is crucial to establish a framework that explicitly involves expected results, performance, and the direction of the team as a whole – so that everyone may follow accordingly.



Bonus: How to Develop Your Personal Brand as a Leader

5Ps of Leadership Branding



People

The individuals you choose to surround yourself with – including your colleagues/ mentors/ managers, etc. – make up a major part of your personal brand. Collaborating with talented people who share your vision and values will strengthen your reputation – as well as cultivate a positive, high-performing workplace.

Define your Personal Leadership Brand

Building a brand as an inspirational leader starts by adopting the right mindset.

Brenda Bence

Your personal brand encapsulates who you are as a leader – as well as what you would like to stand for. Understanding and articulating that unique identity of yours is the first step to resolve before trying to communicate it to others.



Bonus: How to Develop Your Personal Brand as a Leader

Define your Personal Leadership Brand

Identify your key attributes

To define your brand, start by looking into your unique qualities/capabilities as a leader. Reflect on your strengths and weaknesses, core values, beliefs, the qualities that set you apart, and the impact you aspire to make on the world.

For example, you might notice that you possess exceptional problem-solving skills, a talent for inspiring others, or a strong commitment to ethical decision-making. No matter what you find out about yourself, the results of this self-assessment process should then become the baseline for your choice of leadership style.

Define your target audience

Consider whom you want to influence and pose an impact on. Are you primarily focused on leading teams, engaging with customers, or reaching a broader audience? Identifying other stakeholders is essential to tailoring your brand messaging and approach accordingly.

For instance, if you aim to inspire and motivate the team, your leadership should place a strong emphasis on coaching, empathy, and fostering a collaborative environment.

Bonus: How to Develop Your Personal Brand as a Leader

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Bonus: How to Develop Your Personal Brand as a Leader

Define your Personal Leadership Brand

Develop a brand promise

Craft a compelling brand promise that specifically states what you will deliver to your target audience. This showcases the value you would like to offer – as well as how you may help others achieve their goals.

Let's say, your brand promise could be centered around empowering individuals to unlock their full potential through mentorship and personal growth initiatives. This commitment will later become the guiding principle of your approach to leadership.

Communicate consistently and authentically

Ensure that everything you do – including your actions, words, and behavior – aligns with your personal brand. Consistency and authenticity are key to building trust and credibility.

For instance, if transparency is at the heart of your management style, make sure what you communicate every day reflects this value – by sharing information openly and honestly.

Bonus: How to Develop Your Personal Brand as a Leader

Define your Personal Leadership Brand

To help define your personal leadership brand, consider the following questions:

What specific strengths and weaknesses do I possess as a leader?

What are the core values that guide my decision-making?

What are my career goals and aspirations?

How do I envision making a positive impact on the world?

Who is my intended audience, and what do I want them to know about me?

What value do I promise to deliver to my audience?

How can I consistently and authentically communicate my brand?

etc.

05

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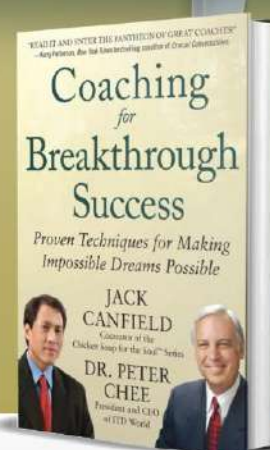
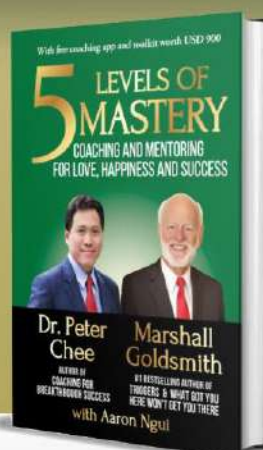
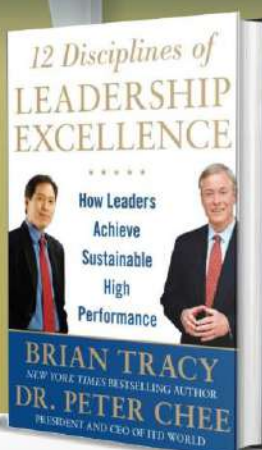
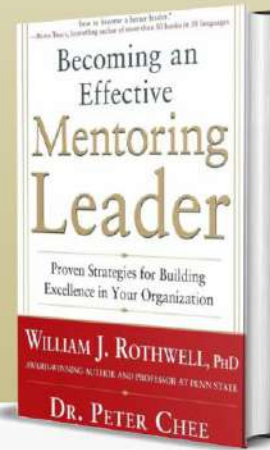
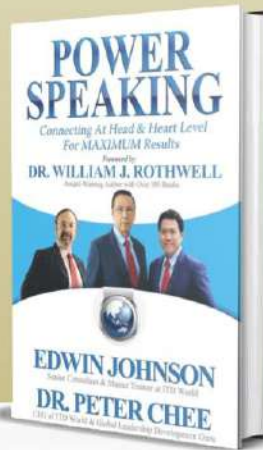
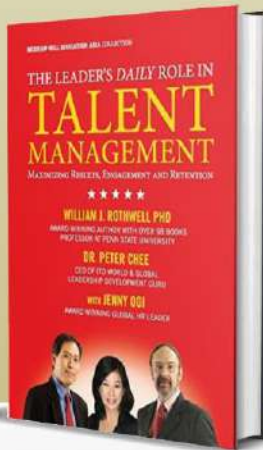
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