



GLOBAL BUSINESS SOLUTIONS

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IS MY LEADERSHIP BRAND AUTHENTIC?

While our education and technical skills get us into our careers, it is to a large degree our leadership ability which determines how we will progress. However, unless we are extremely lucky, we are seldom if ever given an opportunity to focus on developing our leadership abilities.

Do you have a clearly defined leadership brand? Perhaps a:

- leadership style which is unique to you, but one which others recognize and respect.
- guiding model, or set of principles which underpin your understanding of leadership and which guide how you lead in practice?

It is possible to develop such a brand and not impossible to live it out. I think it is obvious why the developing of such a brand is a powerful asset for your future.

The secret to developing a personalized leadership brand lies in reflection. Reflection about leadership and leaders, in our everyday day life, in our practice and life as a leader, reflection on our past experiences as a leader, past leaders who have inspired us, reflection on what we have read, leadership models which we find offensive, and those we gravitate towards.

It is possible that these inputs can go past us, like most of life, almost like shadows in the background, indicating the existence of reality, but we seldom or if ever noticed. It is also possible to make a quest to discover your own leadership brand through a deliberate act of reflection.

As every person has a unique personality and origins, so every leader has a unique style, which will allow the leader to lead optimally. Getting to grips with your leadership brand will be the first step to becoming an exceptional leader. Some people are good at doing this themselves, however, most would benefit from a leadership development programme focused on reflection.

Leading organizations are investing significantly in the development of their leaders, for the good reason that "our employees may be our greatest assets."

The real magic happens when you match these "greatest assets" with great leaders.

Dr Charles du Toit

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