



LEADERSHIP ACUMEN Feature Article

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How Strong is Your Executive Brand?

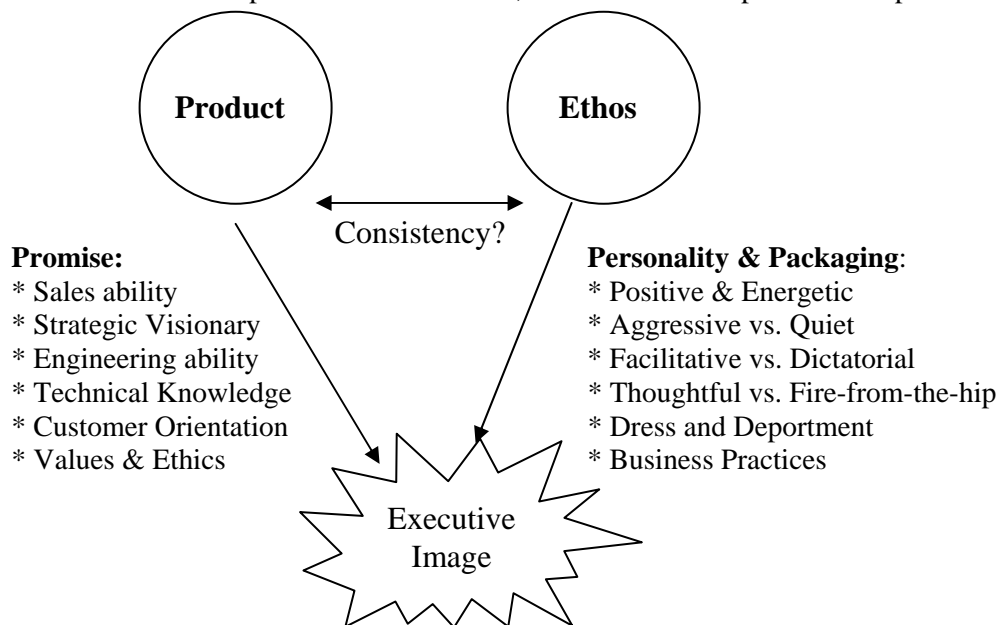
The New Year is a traditional time for reflection and new impetus. However, you can take a personal “time-out” at any point in the year to do a self-assessment. So as an executive in the current unpredictable economic climate, why not consider an intentional “spruce-up” to your executive leadership image?

Every executive has a “brand” whether they are conscious of it or not. Employees talk about you around the water cooler; fellow executives compare their images to those of peers; bosses have their impressions and often a ranking of the executives below them. The question is this:

Is your personal leadership brand the way you want it to be?

Many hard working executives spend so much time focused on the business and achieving results; then prioritize family time above time for themselves, that they let their image and reputation slide. Yet, a small bit of attention to it could make a big difference. Let’s apply some of the consumer product branding concepts to you as a product.

The Executive Brand is comprised of two elements, each with several possible components:



In the end, we all look for brand integrity – do your executive capabilities and packaging come together in a believable, genuine manner?

Often, individuals focus too much on one side, at the expense of the other. Changing standards or expectations can also affect impressions. When this happens, your potential executive presence is affected. When your executive presence is weakened, your overall effectiveness can be weakened.

So, for the coming year, think about whether you are putting your best foot forward consistently.
How do you want to be seen and understood?
Are your abilities (Promise) clear and well appreciated?
Is your personality, grooming, and packaging (Ethos) in good form – yet genuine?
Have some bad habits crept-in to your daily practices, diluting your potential and needing change?

For 2010 and beyond, not only BE the best you can be; but be SEEN to be the best you can be!

Banff Executive Leadership Inc. offers public and customized programming to improve Board Governance and Executive Leadership Practices. We also provide coaching and consulting services to Boards and Executives to help enhance their leadership practices. Please contact us if we can be of further assistance.

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