Goskills

Establishing Your Leadership Brand

GoSkills online course syllabus

Skill level
Beginner

Lessons
16

Pre-requisites
No prior experience needed

Video duration
40m

Estimated study time
40m 29s

Instructor
Audrey Daniels

Introduction

1 Leadership branding

As a leader, the way that you're recognized and perceived by others is an important element in your path to success.

The Power of Me

2 Building your power

Your personal brand focuses on what makes you tick and defining it helps you succeed.

3 Self-acceptance and confidence

Being able to accept yourself and show up confidently is a powerful motivator for and driver of success.

4 Owning your past and present

No matter how you feel about your experiences in the moment, it's important to begin appreciating their value.

Leadership Conditioning and Commitment

5 Engaging your audience

What good are your gifts if you can't or aren't willing to share them with others?

6 Impacting others with civility

Intent is just as important as how you communicate.

7 Personal and professional footprint

You can leave an impact in more than one way.

8 Attitude of servitude

Research has shown the impact a servant leader has when it comes to their work and team.

Skills for Leadership Branding

9 Demonstrating leadership characteristics

It's proven that all great leaders embody at least some of the same characteristics, and as such, it's imperative for you to hone these skills.

10 Networking the right way

Networking for the sake of building a network isn't effective.

11 Power in sharing knowledge

Shared knowledge is one of the most helpful things leaders can exchange with one another.

12 Tapping into potential

One of the easiest ways to help mobilize a member of your team is to tap into their individual potential.

Embodying Your Brand

13 Setting boundaries

Organizations need leaders that are able to get the job done even in uncertain and challenging times.

14 Monitoring your communication and performance

Evaluating your leadership effectiveness is a great way to get a clear picture of your efficiency and how effective you are with reaching your goals and milestones.

15 Steps towards leadership branding

Establishing your leadership brand will enhance who you are professionally and personally.

Conclusion

16 Long term brand success

Thanks for watching this course!

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