

## TO WHAT PURPOSE

Clarifying Your Leadership Identity and Intent

### FIVE STEPS

- ❶ What matters most to you
- ❷ Clarify the impact you want to have
- ❸ Define how you want to be experienced as a leader
- ❹ Connect your leadership identity to your intended impact
- ❺ Committed to living it: align behavior with intention

### STEP #1: WHAT MATTERS MOST TO YOU

Values are the yardsticks we use to measure our lives. When our choices and actions align with our values, we feel content. When they don't, we feel stressed and unhappy.

- **Key Question: What do you value?**

- Find out by completing the **Values Sort Exercise** by scanning this **QR code** or going to the link [here](#).



➔ Based on the results of the **Values Sort Exercise**:

- What matters **most** to me in my work, life, and leadership?

---

---

---

---

- What's currently getting in the way of honoring those values?

---

---

---

---

- Where am I out of alignment?

---

---

---

---

## **STEP #2: CLARIFY THE IMPACT YOU WANT TO HAVE**

- **Key Question: What results do I need to deliver in the next 12–18 months?**

---

---

---

---

- Who are your key stakeholders (Customers, employees, peers, investors, community)?

---

---

---

---

- What outcomes will define success in your role?

---

---

---

---

- What does your team/organization need from you most right now?

---

---

---

---

- What must I be doing today to keep my team moving at the speed the market demands?

---

---

---

---

## **TOP 5 PRIORITIES:**

○ In order of importance, what are the **five most critical priorities** that will elevate your individual and team performance to the next level?

**#1**

---

---

**#2**

---

---

**#3**

---

---

**#4**

---

---

**#5**

---

---

*\* Along with your core values, these priorities should become the handful of rules that drive decisions in the next quarter.*

## **STEP #3: DEFINE HOW YOU WANT TO BE EXPERIENCED AS A LEADER**

- **Key Question: How do I want to be experienced as a leader?**

Choose **6 descriptors** that reflect both your natural strengths **AND** aspirational stretch areas.

| <b>DESCRIPTORS <input checked="" type="checkbox"/></b> |  |                         |  |                  |                          |
|--|--|-------------------------|--|------------------|--------------------------|
| Visionary  |  | Empathetic              |  | Results-Oriented | Authentic                |
| Systems Thinker  |  | Inclusive               |  | Resilient        | Self-Aware               |
| Insightful   |  | Active Listener         |  | Adaptable        | Grounded                 |
| Innovative   |  | Persuasive              |  | Accountable      | Confident (Not Arrogant) |
| Decisive   |  | Transparent             |  | Focused          | Humble                   |
| Strategic  |  | Encouraging             |  | Purpose-Driven   | Courageous               |
| Reflective   |  | Influential             |  | Action-Oriented  | Calm Under Pressure      |
| Data-Informed  |  | Emotionally Intelligent |  | Tenacious        | Curious                  |
| Learning Agile   |  | Trust-Building          |  | Organized        | Principled               |
| Intellectually Humble                                  |  | Collaborative           |  | Prioritizes Well | Growth-Oriented          |

**Notes:**

|  |
|--|
|  |
|  |
|  |
|  |
|  |
|  |
|  |

## **STEP #4: CONNECT YOUR LEADERSHIP IDENTITY TO YOUR INTENDED IMPACT**

- **Key Question:** What do I want to be known for, in service of my goals?
  - Looking at the descriptors you selected, which of these will help you achieve your goals and priorities?

---

---

- Use this structure to write your **personal leadership intention** in your own words:

"I want to be known for being [**identity phrases**] so that I can deliver [**results/outcomes**]."

Example: "I want to be known for being **strategically grounded, deliberately collaborative, and calmly decisive** so that I **can lead scalable growth and high-trust team performance.**"

### **My Personal Leadership Intention:**

I want to be known for being ...

---

---

---

So, that I can ...

---

---

---

## **STEP 5: COMMIT TO LIVING IT: ALIGN BEHAVIOR TO INTENTION**

- **Key Question: What behaviors and choices will reflect this intention daily?**

---

---

---

---

- Given the outcomes you want to achieve, as well as how you want to be experienced as a leader, which descriptors will most effectively guide your actions?

---

---

---

---

- Where does your current behavior align with your intention?

---

---

---

---

- Where is there a gap?

---

---

---

---

---

○ What **2–3 behaviors** will I commit to in order to reinforce my leadership identity and achieve my goals?

---

---

---

---

○ What would change if I reviewed my calendar weekly in service of this purpose?

---

---

---

---

**BONUS QUESTION: “BLIND SPOT” PROMPT**

● What might others say is getting in your way that you don’t see?

---

---

---

---

*\*This worksheet is the start of something powerful: **clarity**. What comes next is **consistency**.*

## MY LEADERSHIP SUMMARY

|                  |
|------------------|
| Top Three Values |
| 1.               |
| 2.               |
| 3.               |

|                                    |
|------------------------------------|
| Top Two-Three Identity Descriptors |
| 1.                                 |
| 2.                                 |
| 3.                                 |

|  |
|--|
| My Leadership Purpose Statement  |
| "I want to be known for being <b>[identity phrases]</b> so that I can deliver <b>[results/outcomes]</b> ." |
|  |
|  |
|  |

|                               |
|-------------------------------|
| Two Key Behavior Commitments: |
| 1.                            |
|                               |
| 2.                            |
|                               |

**Thanks for your participation.** I would love to stay connected. Find me on your favorite social platform. To download more leadership resources, visit my website [here](#)! - Leanne

