



STOP PEDDLING! ACT NOW!

LIFE IS WAY TOO SHORT. I WANT YOU
TO SHINE, STAND TALL AND OWN IT!

LEADERSHIP BRAND ACTION PLAN

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Name:

Date:

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LIFE IS WAY TOO SHORT. I WANT YOU TO SHINE,
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Take control of your life, leadership and dreams. This means going for it, putting your hand up, putting yourself out there and selling yourself. You are a BRAND!

It is important for you to know who you are as a leader and brand. It is pivotal that you focus and build the strengths and skills you will need for future roles, dreams or goals.

We have developed a next steps action plan on why and what you would like to focus on in moving forward to the future – and being the BEST VERSION OF YOU.

You have taken a great step in completing this Action Plan. This plan this will help you greatly in achieving your leadership, brand and life goals. This is about YOU and your awareness – and owning what makes YOU ROCK!

1. What is your WHY? Your Purpose?

2. What do you truly want for your life, career and leadership?

3. What are your goals in the next 12 months?

4. As a leader, what are you passionate about and how would this passion be of benefit to the needs of an Organisation or your own Business?

	Passion	Benefits
1		
2		
3		
4		
5		
6		

5. What are your strengths? List 5-6 please! FOCUS on them.

6. What are your 5 Key Values (these drive your behaviour)?

7. What differentiates you?

8. Are there any gaps, thoughts or a mindset that you feel may get in the way of you moving forward or achieving your goals?

9. Now write the opposite of them below!

10. What do you think are your Greatest Qualities? Focus on them!

1	
2	
3	
4	
5	
6	

11. What is your Leadership Brand? Describe your Brand in a few bullet points?

12. What is your Brand Elevator Pitch (if we were stuck in an elevator how would you sell yourself?)

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13. What do I need to do to create an Online Brand? How can you start today – Blogs, Posts and LinkedIn etc?

14. What actions will you focus on in the next 1-2 months?

15. What ACTIONS will you focus on in the next 6 months (Action breeds Confidence!)?

16. What and Where do I need to network NOW – write a list!

17. What do I need to do to create an Online Brand? How can you start today – Blogs, Posts and LinkedIn etc?

18. What do you think are your Greatest Qualities? Focus on them!

1	
2	
3	
4	
5	
6	

19. Name 3 things you need to change – what would happen if you did? What would happen if you didn't?

1	
2	
3	

20. Based upon the above responses, what can we do to support you in achieving this?

1	
2	
3	
4	

Thank
you
Remember
YOU ROCK!

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