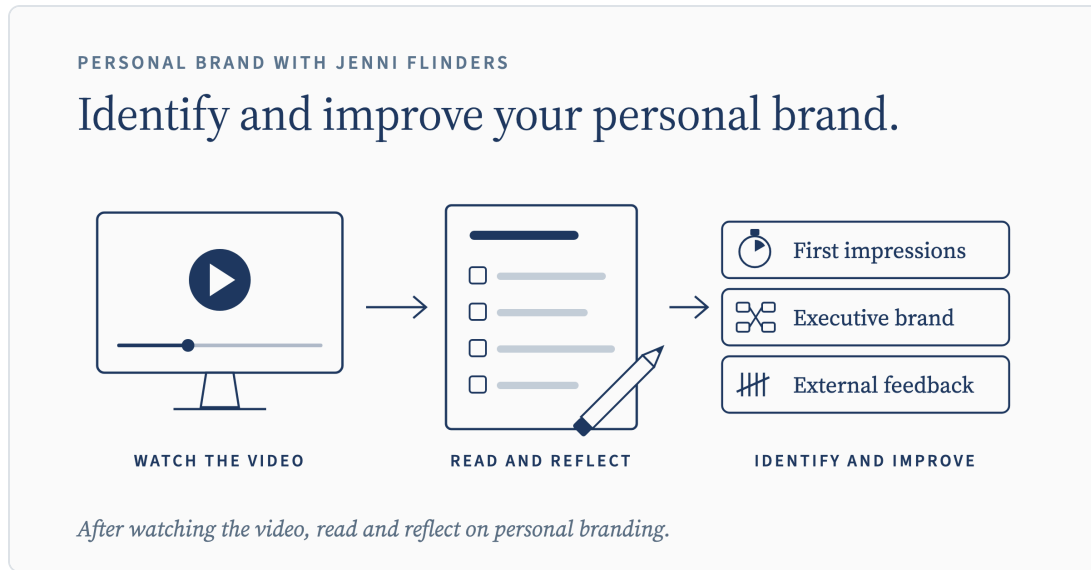


Personal Brand with Jenni Flinders

Watch the YouTube Ted Talk with Jenni Flinders: <https://youtu.be/QAd54DkXCr4>

After watching the video, read and reflect on personal branding. You're invited to use the reflection worksheet as a tool to identify and improve your personal brand.

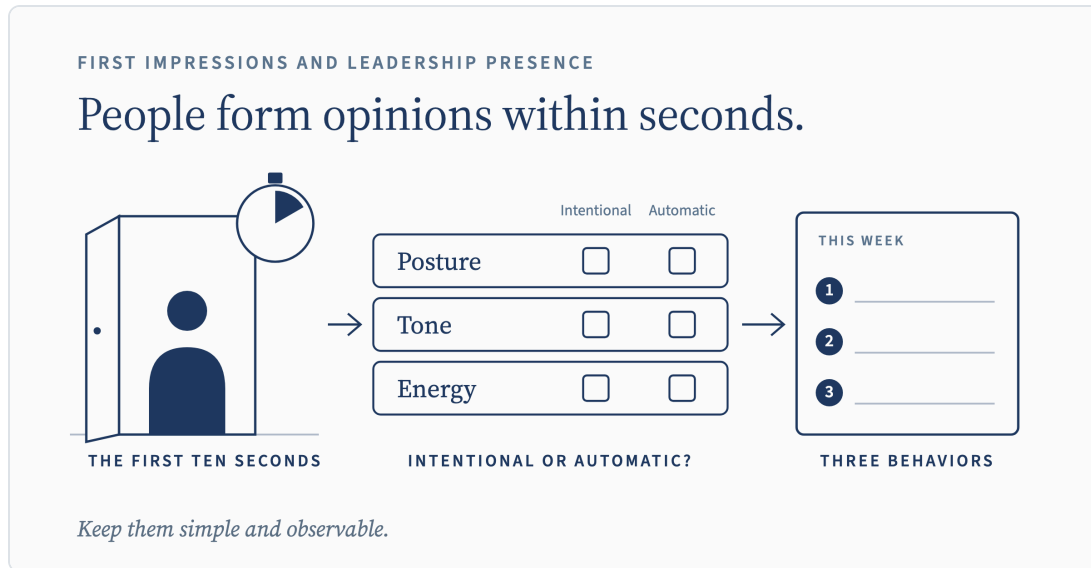


Reflection Worksheet

A structured reflection tool for senior leaders who want to strengthen presence, clarify personal brand, and align leadership behavior with strategic intent.

First Impressions and Leadership Presence

Your presence shapes how others engage with you. People form opinions within seconds, often before you speak.



REFLECTION

Think about a recent leadership moment—walking into a meeting, joining a board discussion, or addressing your team.

PROMPTS

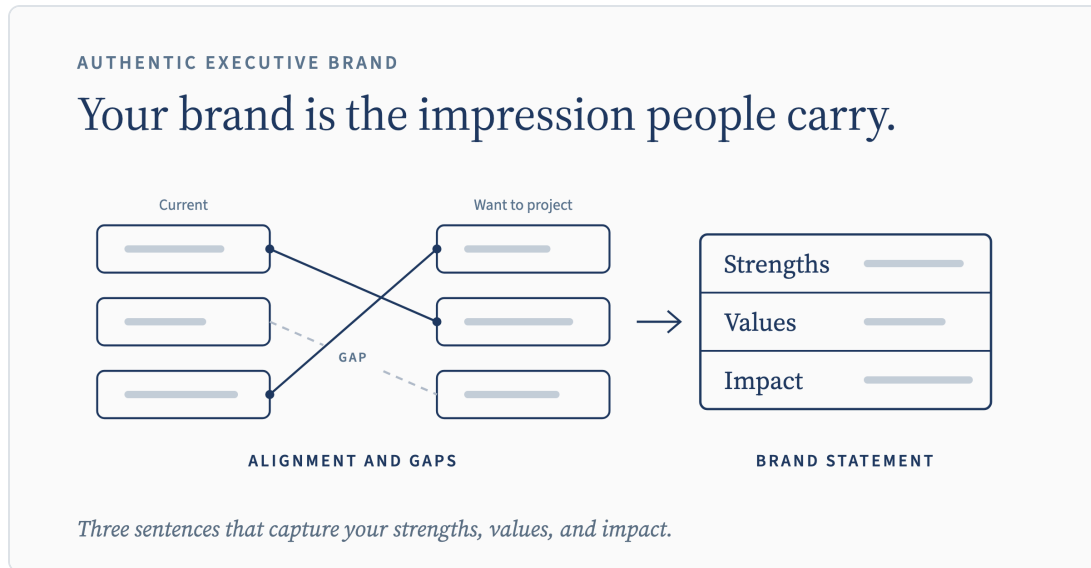
- ☐ Describe your posture, tone, and energy in that moment.
- ☐ What impression do you believe others formed in the first ten seconds?
- ☐ Which parts of your presence felt intentional?
- ☐ Which parts felt automatic or unexamined?

ACTION STEP

Identify one upcoming leadership interaction this week. Write three behaviors you will use to shape the impression you want to create. Keep them simple and observable.

Authentic Executive Brand

Your brand is the intellectual, visual, and emotional impression people carry when they think of you.



REFLECTION

Consider how your leadership brand shows up across your communication, decisions, and relationships.

PROMPTS

- ☐ What three words best describe your current leadership brand?
- ☐ What three words describe the brand you want to project?
- ☐ Where do you see alignment?
- ☐ Where do you see gaps?

ACTION STEP

Write a concise leadership brand statement—three sentences that capture your strengths, values, and impact. Review your professional profiles and identify one update you will make this week to ensure alignment.

Self-Research and External Feedback

Your brand lives both in your self-perception and in the minds of those you lead.

SELF-RESEARCH AND EXTERNAL FEEDBACK

Your brand lives in the minds of those you lead.

Five Trusted Colleagues	Their words	Tally	Mine too?	Action
FIVE TRUSTED COLLEAGUES			☐	AMPLIFY
			☐	AMPLIFY
			☐	
			☐	REFINE

COMPARE THEIR WORDS

Identify two strengths to amplify and one behavior to refine.

REFLECTION

Think about how colleagues, direct reports, and stakeholders describe your leadership.

PROMPTS

- ☐ How do you believe others describe you when you are not in the room?
- ☐ What strengths do they consistently see?
- ☐ What behaviors might they notice that you overlook?

ACTION STEP

Select five trusted colleagues. Ask them for three words and one sentence that describe your leadership. Compare their responses with your own reflections. Identify two strengths to amplify and one behavior to refine.