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GLOBAL LEADERSHIP

The Personal Branding Toolkit

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Own Your Leadership Brand

Your leadership brand is more than a tagline. It's how you show up, communicate, and create impact – every day.

This personal and team building toolkit builds on our workshops, keynotes, and LDPs to help you deepen your self-awareness, clarify your value, and lead with intention. Inside you'll find exercises for individuals and teams – perfect for team building, offsites, or solo reflection. From email audits to brag banks, each activity helps you strengthen your brand in everyday moments.

Ready to shape and showcase your leadership brand to amplify your impact? Let's begin!

SELF-LED EXERCISES

1 Hero's Journey Worksheet

This self-guided storytelling exercise helps you reframe vulnerability as a strength. By turning a personal or professional challenge into a powerful narrative of growth and leadership, you develop storytelling confidence and deepen self-awareness. When you name your journey and the unique learnings as a result, you build a leadership story rooted in truth, courage, and meaningful connection. This reflection builds emotional clarity, strengthens personal branding, and helps you speak to your value with greater purpose, resonance, and impact.

HOW IT WORKS:

Start by reflecting on a meaningful challenge – something that stretched you, changed you, or helped you evolve. Then walk through these three key stages:

1. The Call to Action (Challenge): What was the situation? Why was it difficult, and what made it a defining moment?
2. The Transformation (Turning Point): What insight, decision, or support helped you move forward?
3. The Gift (Value-Add): What lesson, skill, or value did you gain – and how does it shape you as aleader today?

Write freely in a journal or blank sheet of paper. Focus on clarity over perfection – this story is for your own growth.

SELF-REFLECTION QUESTIONS:

- What makes this story meaningful to you now?
- Where might you share this story to inspire or connect with others?
- What is the most important takeaway from this challenge?

PRO TIPS:

- Big or small, all challenges count – focus on the shift it sparked in you.
- Emphasize determining insights over focussing on the failure – what changed because of the experience?
- Revisit this exercise annual as new growth moments arise.

2 "Before & After You" Impact Statement

This solo exercise helps you connect your day-to-day work to real outcomes – and communicate those results with confidence and clarity. It's a powerful way to own your contributions in performance reviews, job interviews, or with senior leaders. This exercise is a reminder: Your work creates ripple effects. Learn to name them clearly, compellingly, and often – especially when advocating for your growth, shaping your narrative, or demonstrating your unique leadership value.

HOW IT WORKS:

Use this simple two-part structure to frame your impact:

- Before I joined... *What was the problem, status quo, or challenge?*
- After I joined... *What changed as a result of your involvement?*

Take a few moments to think about a specific role, team, or project you've been part of. Then, complete the sentence using clear, specific language.

Example: "Before I joined the account team, client onboarding was inconsistent and often delayed. After I joined, I created a centralized onboarding system that cut wait times by 40% and improved feedback scores."

Aim for one or two crisp, results-focused statements that highlight the value you bring.

SELF-REFLECTION QUESTIONS:

- What did you notice about how you frame your value?
- Was it easier or harder than you expected to articulate your impact?
- Which skills or strengths showed up in this story?
- Where could you use these impact statements next (LinkedIn, resume, 1:1s)?

PRO TIPS:

- **Be specific:** Include metrics, process changes, or visible outcomes when possible.
- **Keep a Bank:** Add this to a living document you update regularly.
- **Revisit Often:** Use this framework after completing major projects.
- **Try Variations:** Experiment with versions for different audiences: boss, client, recruiter.

3 Brag Bank

This self-guided exercise builds confidence, creates clarity, and helps you practice visibility without ego. It transforms that vague feeling of "I've been busy" into a trackable record of value, progress and achievement. Your Brag Bank will be your leadership receipt drawer. Keep adding to it and have it on hand. Use it with pride - and revisit it often to stay grounded in your growth and impact.

HOW IT WORKS:

Start by building a personal "Brag Bank" - a private, living document where you capture your wins, proud moments, lessons learned, and positive feedback. This can be in a Google Doc, your Notes app, or a file on your computer.

List at least 5 accomplishments from the last 6-12 months. These can be big ("Led a project that increased revenue by 20%") or small but meaningful ("Received kudos for navigating a tense client call"). Focus on outcomes, growth and effort. Then, go through your email and download or file away notes from stakeholders giving you kudos. Add each to your Brag Bank to create a living Kudos folder.

Use an action + result for each:

- "Streamlined the new monthly reporting process, saving the team 8 hours per month."
- "Mentored a new hire, helping them ramp up 2 weeks ahead of schedule."

Keep it fresh. Update monthly or after key milestones, even if they seem minor - they add up.

SELF-REFLECTION QUESTIONS:

- What patterns do you notice across these kudos?
- Which accomplishments make you feel most proud - and why?
- When was the last time you shared one of these wins out loud?

PRO TIPS:

- Set a calendar reminder to update your bank regularly.
- Pull from this in 1:1s, performance reviews, emails, or even text messages.
- Include growth wins - mindset shifts, relationships, confidence boosts, and moments where you stepped outside your comfort zone.

4 USP Market Research

This solo exercise helps you build sharper self-awareness and move from vague self-descriptions to confident, brand-aligned messaging. It's especially useful for updating bios, LinkedIn headlines, or building your personal leadership narrative. This exercise isn't just about what others think – it's about recognizing and owning the brand you already lead with, even if you haven't fully articulated it yet.

HOW IT WORKS:

Start by watching Tania DeSa's TEDx Talk, which explores cultural confidence and personal brand ownership. Then conduct some simple peer research to test alignment and surface any hidden strengths, reach out to 10 trusted colleagues, mentors, or friends and ask: "What are three words you'd use to describe me best?"

Collect all responses in a document, word cloud or spreadsheet. Look for themes – what words come up repeatedly? What surprises you? Where is there alignment or contradiction between personal vs professional feedback?

Use the insights to identify the traits that consistently define your leadership style, work ethic, and presence. These qualities are the foundation of your unique selling proposition (USP).

SELF-REFLECTION QUESTIONS:

- What descriptors came up most often – and why do you think that is?
- Which responses surprised you? What might that reveal about how you're perceived?
- How can you use words to strengthen your elevator pitch, bio, or leadership brand?

PRO TIPS:

- **Use a Message Template:** Make outreach simple with a note like: "Hey! I'm doing a quick self-reflection exercise. What 3 words would you use to describe me best?"
- **Gather Diverse Views:** Ask people from different contexts – coworkers, friends, past bosses – for a richer picture.
- **Visualize the Data:** Drop responses in to a word cloud generator to spot trends quickly and to keep your final results present as a confidence booster in the day to day.

5 Email Audit

This simple audit can have massive ripple effects. When leaders align how they write with who they are, everyday communication becomes a branding tool – and a leadership amplifier. The goal? Make your emails as intentional and authentic as you are. When your communication reflects your leadership identitiy, you don't just send messages – you send signals.

HOW IT WORKS:

Your email inbox and outbox are more than just tools – they're reflections of your brand. This self-guided exercise helps you audit your communication style and evaluate whether your tone, language, and structure reinforce-or confuse-your professional identity.

Start by pulling 3-5 emails from the last two weeks. Try to include:

- One email to a senior leader
- One email to a peer or colleague
- One email to a client or external partner

Use this quick audit checklist:

- Is your tone consistent with how you want to be known? (e.g., strategic, approachable, direct)
- Are your emails clear, concise, and actionable?
- Are you showcasing thought leadership or ownership where relevant?
- Do your sign-offs, formatting, and word choices reflect your personal brand?

Next, highlight one sentence from each email that you're proud of – and one you would revise now that you're seeing it with fresh eyes.

SELF-REFLECTION QUESTIONS:

- What message does my email style currently send about me?
- Where am I over-or under-communicating?
- What one small shift (tone, structure, clarity) could make my messages more effective and brand-aligned?

PRO TIP: Save a few standout lines from your email in a personal "comms swipe file." These snippets can help you craft stronger messages moving forward – whether it's pitching ideas, giving feedback, or influencing across levels.

TEAM EXERCISES

6 Strengths Cricle

This exercise builds confidence and foster appreciation by highlighting strengths and recognizing them in action. It's a powerful tool for strengthening team bonds and improving self-awareness through positive reinforcement.

HOW IT WORKS:

Gather your team in a comfortable setting, in-person or virtually. Explain the goal: to celebrate unique talent and observe how these strengths contribute to team success.

One person shares a personal strength they believe they possess. This can be a professional skill (e.g., I'm great a problem-solving"), a personal quality (e.g., I'm very empathetic"), or a work habit (e.g., I'm highly organized").

After they share, other team members offer specific examples of seeing that strength in action. For instance, if someone says "I'm great at problem-solving," a colleague might recall, "Yes, during the Q3 budget crunch, you quickly identified the issue and found a solution."

Encourage specific and genuine feedback, providing concrete examples over general compliments. This makes the recognition more impactful. Continue around the circle until everyone has shared a strength and received feedback.

REFLECTIVE QUESTIONS:

- How did it feel to share your strength and have it recognized?
- What surprising insight did you gain about a teammate's strength or how they perceive yours?
- How can utilizing individual strengths enhance our team's performance and collaboration?
- What small actions can we take to continue acknowledging/leveraging strengths daily?

FACILITATOR TIPS:

- **Lead by Example:** Share your own strength first to set a positive tone.
- **Focus on specifics:** Guide participants to give concrete examples for more meaningful feedback.
- **Welcome the Discomfort:** Articulating our own strengths can feel arrogant or boastful however it's a necessary life skill so practice speaking your strength with confidence and clarity.

7 'Shark Tank' Elevator Pitch

This is a high-energy exercise that blends communication, creativity, and leadership presence. If you've taken Desa Global Leadership's Personal Branding workshop, you're already equipped with your draft value proposition to perfect through this exericse. Great for team meetings, leadership programs, or kicking off a strategy session with energy and intent.

HOW IT WORKS:

Inspired by the 'Shark Tank' format, this fast-paced exercise helps participants practice pitching their personal brand or their team's unique value in under 60 seconds. The goal? To communicate who they are and why it matters - with clarity, confidence, and a spark of energy.

Participants form small groups of 3-5. Each person takes a turn delivering their pitch. It should answer: (1) Who am I? (2) What do I, or my team, do best? (3) What impact do we create?

Example Pitch: "I'm a bridge-builder who turns ideas into action. I lead a team that helps translate strategy into execution, and last quarter, we accelerated launch timelines by 25% across three markets."

Optional Twist: Ask participants to imagine they're pitching to a new leader, client, or executive who's never met them. Make it real.

REFLECTIVE QUESTIONS:

- What came easily in your pitch? What felt harder?
- How would you adjust this pitch for a new audience or setting?
- What feedback from others resonated most?

FACILITATOR TIPS:

- **Maintain Momentum with a Timer:** Use a visible 60-second timer to keep pitches concise and energy high, ensuring a dynamic flow for the activity.
- **Provide Sample Pitches:** Offer a few example pitches to participants. This can help reduce performance anxiety and provide a clear understanding of expectations.
- **Facilitate Concise Feedback:** After pitches, conduct a rapid feedback round where participants describe the "energy" of each pitch using just one word.

8 Testimonial Shower

This exercise builds emotional connection, reinforces team values, and gives each employee a sense of appreciation of their impact. The confidence boost can last well beyond the session – and the testimonials often helps participants clarify how they show up and stand out.

HOW IT WORKS:

The Testimonial Shower is a confidence-building exercise where teammates write short, specific feedback highlighting each person's "superpower." It's a moment to reflect on how others see your strenghts in action – and a way to crowdsource the building blocks of your leadership brand.

Each participant gets a sheet or giant flip chart (physical or digital) labeled with their name. Then, teammates take 1-2 minutes to write a sentence or two answering this prompt: "What's one thing you admire or respect about this person's presence or work style?"

After everyone has written for each person, sheets are returned to their owners like a shower of testimonials. The comments should be short, authentic, and focused on qualities or behaviours the team appreciates.

REFLECTIVE QUESTIONS:

- What themes do you notice in what others shared about you?
- Did anyone name a trait or skill you hadn't considered a strength?
- How might you use these testimonials in a performance review, LinkedIn profile, or team intro?

FACILITATOR TIPS:

- **Maintain a Positive Tone:** Keep the atmosphere light and encouraging, emphasizing strengths and positive recognition over areas for improvement.
- **Incorporate Time Management:** Use music or a gentle timer to maintain a steady flow and keep the energy high by standing during the activity.
- **Encourage Authenticity through Anonymity:** Consider an anonymous approach for sharing feedback to help ensure participants feel comfortable offering truly authentic observations.

9 Content Map

The Content Map isn't just about visibility – it's about positioning your team as strategic storytellers. It empowers participants to think like internal marketers and connect their work to the bigger picture.

HOW IT WORKS:

This exercise helps teams build a roadmap to amplify their BU's (Business Unit's) impact across their organizations. Often, teams do great work – but their results stay hidden. The Content Map surfaces wins, data, and stories that deserve the spotlight.

Start by drawing a large blank map (whiteboard, digital doc, or slide) labeled with 3 main columns:

- Wins & Successes (e.g., recent milestones, KPIs exceeded, powerful testimonials)
- Audiences to Reach (e.g., senior leadership, other departments, external partners)
- Communication Channels (e.g., town halls, newsletters, dashboards, Slack updates)

In small groups, participants brainstorm key messages. Then connect the dots: Which wins belong in which channels, targeted to which audience?

Example: "Customer retention improved by 12% due to our new customer onboarding process." → Shared in monthly sales newsletter + visualized in VP Sales quarterly all-hands slide deck.

REFLECTIVE QUESTIONS:

- What's a win that you've downlplayed that deserve more attention?
- Who inside your organization needs to hear about this – and why?
- Which comms channels feel underused by your team?

FACILITATOR TIPS:

- **Prioritize Concise Phrasing:** Encourage participants to use short but high-impact phrasing when creating content, ensuring it's digestible and memorable.
- **Assign Onwership for Follow-Through:** Assign a dedicated point person for each action item or update to ensure clear accountability and follow-through.
- **Align with Strategy Timelines:** Consider the timing of updates, aligning them with key organizational rhythms like quarterly reviews or strategic rollouts for maximum impact and relevance.

10 The "One Thing"

This is a clarity accelerator. The "One Thing" exercise helps individuals and teams define their brand, anchor their actions, and lead with greater intention.

HOW IT WORKS:

Invite participants to zoom in on what they want to be known for, aka this "One Thing." It's about clarity. Focus. Legacy. Whether you're defining your leadership identity or sharpening your team's brand, this is a grounding moment.

Start by asking participants to complete this prompt: "When people think of me, I want them to immediately think of..."
Encourage answer that go beyond roles or tasks - look for essence, energy, or legacy.
Examples: "Bold communicator," "Bridge-builder," "The calm in chaos."

Next, have them answer the following:

- Why this identity matters to me
- One behaviour I can do now that reinforces it
- One action I can take to amplify it in the next 30 days

Then, Make it a Team Exercise: Using a physical or digital flip chart or whiteboard, write all individual team members' answers so that you have a team wordcloud or summary. This is a powerful representation of the collective strengths you have in the team. Keep this visible in your shared workspace and/or refer to it often in team touchpoints.

REFLECTIVE QUESTIONS:

- How aligned is my current behaviour with how I want to be known?
- Where do I see this "one thing" already showing up in my life?
- What small shift would move me even closer to this identity?

FACILITATOR TIPS:

- **Provide Inspiration:** Offer a few inspiring words or starter prompts to help participants who might be feeling stuck in identifying their identity elements.
- **Emphasize Evolution:** Remind everyone that their identity is evolving and not set in stone, fostering a sense of flexibility and growth.
- **Create the Team ONE THING:** Re-do the exericse and spark a group discussion with the following prompt: One year from now, what's the one thing our team is known for?

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This toolkit, and our workshop, were just the beginning. Your personal brand isn't what you *say* – it's what people *remember*. These exercises are designed to help you show up with more clarity, confidence, and consistency.

Use them to:

- Deepen insights sparked during our workshop
- Turn reflection into a real-world impact
- Keep leadership growth alive between sessions

Whether you're leading a team or growing your own career, revisit these exercises often. Share them. Reflect on them. Build on them.

Ready to take your leadership to the next level?

Let's keep the momentum going.

Continue partnering with us to grow your leaders and scale your impact. Visit www.desagloballeadership.com or connect directly to explore more programs, resources, and insights.