

# personal brand

Build a “Gingerbread Leader” by describing the ideal behaviors and attributes that a leader should demonstrate through their actions.

## Actions

Select actions from the list and place the corresponding letters onto the parts of the leader you select to perform that action.

(Example: Letter B is placed on the mouth, eyes, and hands for actions involving Communication.)

- A** Building trust
- B** Communicating

## Values

For each action you labeled, list a personal value that you feel informs or drives that action.

(Example: The value of “openness” is decorated onto the hands for Communicating.)

- C** Decision making
- D** Inclusive Collaboration
- F** Managing Change
- G** Other?



## Step 2

Describe how your Gingerbread Leader demonstrates one of these Values In Action:

**ACT LIKE AN OWNER  
CHAMPION CHANGE  
CONNECT THE VISION  
CREATE HAPPY CUSTOMERS  
DARE TO INNOVATE**

**INCLUDE EACH OTHER  
LEAD AND INSPIRE  
NEVER STOP GROWING  
WIN TOGETHER**

