

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

