

# Executive Commute with Jayson Krause

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Episode 6 Resource

## *How do I become more consistent in my leadership approach?*

First of all, *why* is this question important?

Given the choice between working with a leader who is sometimes good and sometimes bad, or a leader who is consistently bad, *most people would choose the consistently bad one*. They do this because they know what to expect and can develop strategies to work with it.

How do you want people to experience you?

*Remember:*

#1: Whether you like it or not, **you have a brand**. People make associations based on how they experience you. People feel things, think things, say things and do things as a result of the way you engage with them.

#2: You are a **walking billboard** advertising how to be successful in the business.

#3: It takes a long time to **build a strong brand** and a short time to damage it.

### **An exercise in extreme intentionality: exploring your leader brand**

A brand is formed through the associations people make with us based on their interactions. Depending on how people experience us, they formulate opinions which inform what they say and what they do.

Reflect on the questions below and explore the associations you want others to create and develop your intentional leader brand.

*What are the qualities I admire in other leaders?*

### **Based on their experiences, what do I believe are the associations others make with my brand?**

- Feel (how do people *feel* based on their interactions with me?)
- Think (what do they *think* about me based on those interactions?)
- Say (what do they *say* to others about me?)
- Do (what *actions* do they take as a result?)

After you've explored this, let us know how it went. What worked, what didn't or what questions do you have. You can leave us a message or voicemail at [executivecommute.com](https://www.executivecommute.com).