



ATLANTA CHALLENGE

Building extraordinary teams and leaders

LEADERSHIP BRANDING WORKBOOK



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Our goal is to start with as much information about you as we can and filter it all down into a concise phrase and image that makes it easy for people to understand your value as a leader. Your personal brand statement will take the shape of one complete sentence that answers the following questions.

THE QUESTION YOU NEED TO ANSWER

- WHO? Who do you add value to? This is your audience.
- WHAT? What exactly is it you do well that helps others?
- HOW? How does what you do add value to your audience?
- WHY? Why will work make life better for others?



WHO DO YOU SERVE?

Describe the communities, organizations, tribes, and people that you serve.

Pick the top 3.



WHAT DO YOU DO?

Describe all the ways that you help others.

Pick the top 3.



How Do You Do It?

Describe very specifically and in practical terms how you are able to help others.

Pick the top 3.



WHY DO YOU DO THIS?

Describe the emotional and other intangible benefits you create for others.

Pick the top 3.



POSITIONING STATEMENT

Use this template to create core statement about who you are and what you do to build value. Don't try to be perfect the first time. Try a few different versions and then see what fits best. Perhaps take your top three and ask some friends or colleagues which version is the most encouraging.

I HELP _____

Who: Community/Organization/Tribe You Serve

TO _____

What: You Do To Help Others (Maximum of 3)

BY _____

How: The Way You Help Others

THAT _____

Why: Emotional Impact You Create

Your Positioning Statement can be added to a resume, bio, online profile, signature file, and anywhere else where you want people to clearly understand what you offer.

Example:

I HELP purpose driven organizations

TO achieve clarity of identity, clarity of expression and clarity of experience

BY delivering clear, hard hitting solutions

THAT inspire action and drive impact.



WALKING THE TALK

Image is not enough. We must demonstrate to others that we can get the job done and be an effective contribution to the organization. Consider how you can create a living resume that clearly shows you are a contender.

AREAS OF LEADERSHIP EFFECTIVENESS

<p>Intelligence</p> <p>Application of Business/Industry/Organization knowledge.</p> <p>Ability to achieve results.</p>	<p>Impact</p> <p>Creates growth on key initiatives.</p> <p>Creates meaningful change within the organization.</p>
<p>Reputation</p> <p>Known for getting things done.</p> <p>Known for doing things right.</p>	<p>Relationships</p> <p>Knows how to get along with different types of people.</p> <p>Builds strategic relationships.</p>



WALKING THE TALK

Use the questions below to help guide and focus your efforts.

Intelligence How can I increase my practical knowledge?

Impact How can I increase my positive impact?

Reputation How can I exhibit my successes cordially?

Relationships What strategic relationships do I need to start or develop further?



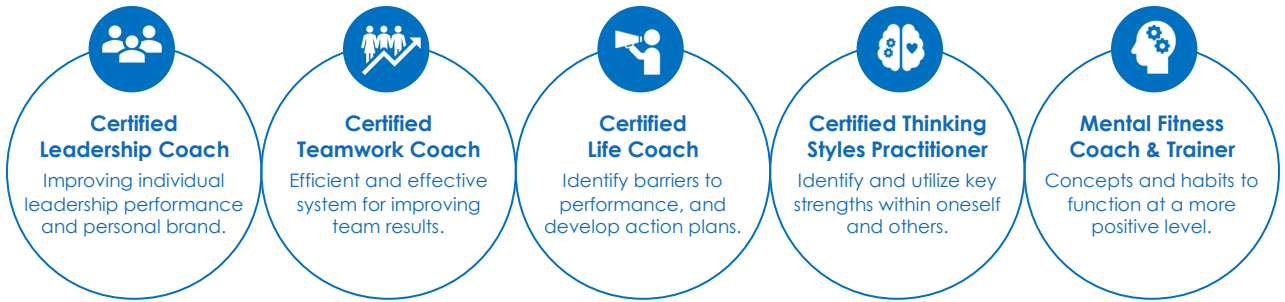
Shawn Clark

Shawn Clark is the President of Atlanta Challenge, LLC, an Atlanta based training and coaching enterprise where he develops and facilitates cutting-edge workshops and effective coaching for teams and leaders. Shawn has been involved in team training and executive coaching for 25 years, and established Atlanta Challenge 16 years ago. He is a certified Robbins-Madanes Coach (*Tony Robbins & Chloe Madanes*), a certified Marshall Goldsmith Stakeholder Centered Coach, and a certified Thinking Styles practitioner.

Shawn developed the *Teamwork Compass*,[®] an amazing team design process which helps teams and their leaders develop a powerful and effective culture of success. During his extensive career, Shawn has brought his unique combination of insight and inter-action to thousands of companies such as Accenture, Coca-Cola, Home Depot, and Cox Media. He has also worked with many non-profit and government organizations including the US Army, CDC, American Cancer Society, and thousands of other groups. He also works with teachers and students at many Atlanta area schools.

His company’s charitable programs support the Boys & Girls Club of America and the Georgia National Guard Family Services Program, whom have received literally hundreds of bicycles, countless toys, and thousands of dollars worth of other donations. Shawn is also an avid hiker, kayaker, and father of 2. He lives in Roswell with his wife of 22 years.

“Leadership is about more than just getting things done. It’s about getting the right things done, the right way, with the right people.”



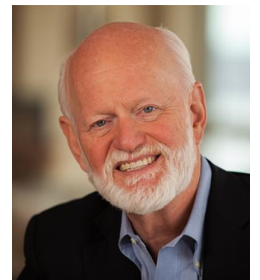
Shawn is Trained and Certified by the World’s Top Leadership Coaches



Tony Robbins

Tony Robbins has been honored by Accenture as one of the “Top 50 Business Intellectuals in the World”; by Harvard Business Press as one of the “Top 200 Business Gurus”; and by American Express as one of the “Top Six Business Leaders in the World” to coach its entrepreneurial clients. Fortune’s recent cover article named him the “CEO Whisperer,” and he has been named in the top 50 of Worth Magazine’s 100 most powerful people in global finance for three consecutive years.

“Changing an organization, a company, a country, or a world, begins with the simple step of changing yourself.”



Marshall Goldsmith

Marshall Goldsmith has been recognized as the # 1 leadership thinker in the world by Thinkers50 and Harvard Business Review, and has been recognized by Fast Company, INC Magazine, and Global Gurus as the World’s Leading Executive Coach. His Stakeholder Centered Coaching process has been used by more than 150 of the Fortune 500 companies. Stakeholder Centered Coaching is the largest network of certified executives coaches with 1500 coaches in 50 countries speaking 35 languages.

“Successful people become great leaders when they learn to shift the focus from themselves to others.”

