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DARLING

Determine Your **Unique Leadership Attributes**

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How Do You Want to Show Up in the Business World?

When my friend Amy told me she was nominated for an award in her industry, we celebrated. Then, she told me she didn't think she was going to accept the nomination. She didn't want public recognition and believed that it was her company and her employees, not her, that needed to be recognized.

I hated hearing that. So I reminded Amy of several core leadership values she had previously shared with me, one of which was to be an inspirational leader. When I think back on my corporate career, I realize I was often the only female on the management team. I suspect it was the same in most companies. In fact, when I think of female leaders I had to look up to, the list was very small. I needed an Amy to look up to, and so do young leaders today—particularly young female leaders.

If Amy was going to embrace that core value of inspiring others, accepting this nomination was a powerful opportunity to do so. Her other leadership values included supporting her employees in growing into their own leadership roles and being a mentor for women leaders in STEM. The way I saw it, Amy had a responsibility to accept this nomination—not for her own ego or recognition, but for her employees and all the other women CEOs, leaders, and emerging leaders in business—and especially in businesses dominated by men.



Well, wouldn't you know, Amy won! We encouraged her to post about it on LinkedIn, but again, her inner critic spoke up and she didn't want the spotlight on her. Again, I reminded her what the award represented: her team, women running companies, and women in STEM. She wrote a post highlighting those people instead of herself, and it blew up with comments and celebrations.

Amy was showing up in the business world as the type of leader she wanted to be, and the type of leader people want to follow: authentic, heart-centered, caring, and courageous. These are some of the attributes of an influencer and thought leader. Yet, Amy wouldn't describe herself that way. She's humble, and she would rather honor others than be honored herself.

So, how do you want to show up in the world, in your business, or online? Whether you recognize it or not, you already have a reputation in every circle (these days, even not being online says something about you). But here's the good news: you can control that reputation, because you get to choose how you show up. If you don't, others will choose for you. You can be humble, and you can also be a thought leader, influencer, trusted advisor, mentor, trailblazer, changemaker, pioneer, and badass! You decide.

Core Values of Influential Leaders

Like Amy, you have a role to fill that is greater than you. If you look beyond your inner critic and consider your greater purpose, the gifts you were given to contribute to others, you'll see that you have been chosen to be an influential leader. Over the next few pages, I'm going to walk you through an exercise to help you identify your core values. If you need inspiration to get you started, feel free to peruse this word bank!



Leadership Values

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• Courage• Authenticity• Expansiveness• Supportiveness• Commitment• Vulnerability• Positivity• Creativity• Responsibility• Authority• Teaching | <ul style="list-style-type: none">• Empathy• Humility• Respect• Reliability• Empowerment• Passion• Curiosity• Inspiration• Strategy• Consistency• Open-Mindedness• Problem-Solving | <ul style="list-style-type: none">• Resilience• Integrity• Patience• Honesty• Transparency• Generosity• Caring• Innovation• Adaptability• Learning• Responsiveness |
|--|---|--|

Identifying Your Leadership Attributes

Your leadership attributes are your core values that are most important to you. It doesn't matter if you're in your office, on a plane, in a restaurant, or online—you represent these core values everywhere, and when your everyday life is anchored in these values, you can't help but embody the mindset that makes you the leader you want to be. Work through the following exercises to identify your own core values.

- 1 In the table below, write down the names of the five to seven people you admire in the left-hand column. Then, consider the qualities and attributes you admire about each person, and list them in the middle column. Save the third column for the next step!

| People I Admire | Qualities I Admire in These People | Other Values I Admire |
|-----------------|------------------------------------|-----------------------|
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| | | |
| | | |
| | | |

2

Circle any qualities and attributes that show up more than once. They're likely the core values that come naturally to you. After all, we often see the qualities in others that we have in ourselves. If there are any values that appear only once but really have energy for you, circle those, too. Then, if there are any other values that aren't on the list, write those down in the last column of the table.

3

On the next page, write down each of the values you circled and added. This list can be as long as you want. There is no limit to the number of values that are important to you. Once you've finished, tear that page out of the workbook and post it somewhere visible so you can refer to it daily.



's Core Values

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

These are my core values. I know they are mine because they're the values I admire most in others.

JOURNAL PROMPTS

How was that process for you?

Did you identify any core values that surprised you?

How do you think having this list will support you during a challenging situation?

In what ways do your core values affect how you show up as a leader in your industry?

In what ways do your core values affect other areas of your life (business, relationships, health, financial, spiritual)?

How does this list of core values represent how you currently show up in your business?

What values are important to you that are not currently showing up in your business, and what impact does that have?

Choose up to three values you would like to focus on. What will you do to demonstrate these values in your business?

What action will you take to get there?

In what ways does stepping into your values affect others around you?

For more information about developing a Say Yes! Mindset, check out Jennifer's journal titled Say Yes! Then Figure It Out available on Amazon.

For a personalized autographed copy, email Jennifer@JenniferDarlingSpeaks.com



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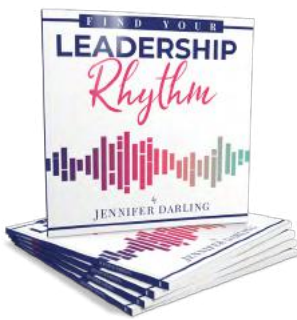
MOST POPULAR PROGRAMS

STRATEGIC BRAINSTORMING & PLANNING WITH JENNIFER

One of my favorite things to do in the world (besides Pound, of course) is facilitate brainstorming meetings. Whether it's with leadership teams, sales teams, or the entire team, getting everyone together and on the same beat is the best way to ignite creativity and innovation to spark new ideas. Let me help your organization design strategic plans for sales & marketing, increase team engagement and camaraderie, improve systems & processes, or set goals, objectives & next steps for growth.

To find out more about how I can support your team to thrive in the future of business, email Jennifer@JenniferDarlingSpeaks.com

FIND YOUR LEADERSHIP RHYTHM: STRATEGIES FOR OFF THE CHARTS ENERGY, SYNERGY & SUCCESS!



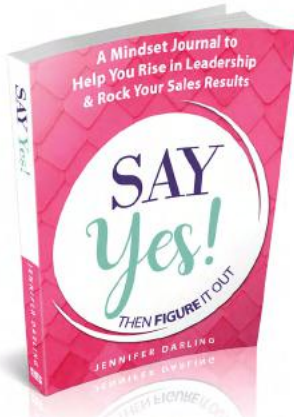
Channel your inner leadership rockstar with this energetic program inspired by the infectious, energizing, and heart-pumping fun of playing the drums. This high-intensity program connects your audience using the rhythm of drumsticks and the beat of the music. The program opens with a group cardio drumming jam session then incorporates leadership lessons for navigating in a totally new environment. Participants will get fired up, awaken new senses, and tap into a higher-level thinking!

Available as a keynote, workshop or facilitated strategic team meeting.

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MOST POPULAR PROGRAMS

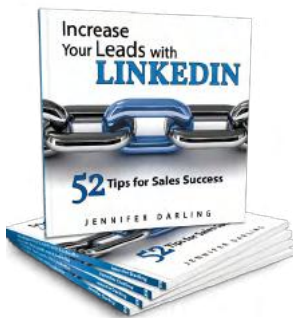
SAY YES! THEN FIGURE IT OUT



There's never been a more exciting time to be a leader. The world of business has changed forever, and we have the responsibility to shape the future the way we know it needs to be. The business community needs us. Our industries need us. We know a thing or ten about how to spin all the plates required to navigate this complex environment. We need to own that—for ourselves and for other business professionals who need us to lead the way so they can step into their own greatness.

Available as a keynote, workshop or facilitated strategic team meeting.

EXPAND YOUR PERSONAL BRAND PRESENCE



Everyone has a personal brand presence (whether you know it or not). What's important is what that presence is saying about you and your business! In a digitally driven world, Leadership, Sales and Marketing Expert and Speaker Jennifer Darling shares how elevating and expanding your personal brand online is one of the fastest and most effective means to generate new customers, referrals, attract top talent, and position you as a Thought Leader, Trusted Advisor and the Go-To Expert in your industry.

Jennifer is the author of *Increase Your Leads with LinkedIn: 52 Tips for Sales Success!*