

Reimagining (Your) Leadership

Mastering Your Leadership Mindset

In testing times, it is critical for leaders to remain adept and agile. While leaders often work on developing their skills to respond to a disruptive business environment, investing in the more personal elements can help you to become a stronger, more effective leader. Nurturing the right kind of mindset can be a transformative process and provide leaders with the edge they require to respond to any challenge.



Develop self-awareness

What has worked to overcome past challenges may not work in the future, so developing self-awareness is critical. To develop self-awareness, examine your assumptions and speak with colleagues in different roles. In time, you will frame issues in a new, more comprehensive light.



Seek out growth opportunities

To grow as a leader, it is necessary to disrupt existing mindsets by committing to the intentional learning process. Take the time to undertake a new learning opportunity, ideally one which combines experiential activities, ongoing feedback, and coaching. By engaging and creating formative experiences with new concepts and new perspectives, we can cultivate a more open mindset with a greater sense of humility.



Find yourself a coach

One-to-one coaching can be transformative in fostering a change of mindset. Coaching allows leaders to actively create a new narrative for themselves. While it takes time and effort to channel the key benefits of coaching, it can provide a forum to challenge assumptions and provide a space for deep reflection.



Invest in yourself

Investing in self-care and your own wellbeing is vital for your mindset, productivity, and overall effectiveness. Self-care can include sleep, diet and exercise routines, and even emotional regulation. By experimenting with your self-care routine, you can make it personal. If you find something that works, share the advice with others.



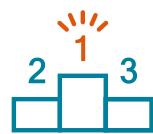
Building your Leadership Brand

A leadership brand reflects your priorities, the values you stand for and your way you go about delivering them. Developing a brand is important, because without it, you risk others defining it for you. A leadership brand illustrates not only what you deliver but also how you deliver it. It is a key tool for the leader of today to evolve and thrive.



Determine your leadership USP

Your leadership brand differentiates you from other leaders based on your own unique value. Determine your fundamental talents and capabilities and where you are known to add value. When you have a clear leadership brand, people know what to expect from you versus others on the team, whether that may be, developing others, leading complex projects, or navigating change within the organisation. Look for ways to amplify your key differentiators so that you stand out from the crowd.



Invest in your executive presence

Executive presence is a critical component of your leadership brand as it can inspire, engage, and empower others to act. Understanding its key dimensions of Character (to demonstrate authenticity and humility), Substance (to show decisiveness in complex situations) and Style (to engage others in an inclusive manner) are critical in building an executive presence, which extends to virtual interactions too.



Formulate your branding strategy

Developing a strong leadership brand takes deliberate action. Your online presence, such as on social media, can be used for those trying to cultivate their brand to an external audience. Be proactive and audit your social media strategy to decide which platforms are best for building out your external brand.



Implement an action plan

Find someone you trust to act as an 'accountability partner' to help you identify areas of improvement. Create an action plan to craft your ideal brand. Regularly audit your brand, soliciting feedback, and assess your progress. Designing a comprehensive action plan will also enable you to identify additional areas for improvement.

Visit imi.ie