Is your leadership driving the growth you need?

Take this short questionnaire to see how your leadership stacks-up and get some practical tips on what you can be doing right now to lift your performance.

Ask 2-3 people you trust to fill this out about you, for a richer perspective from within your organisation.

Please select the appropriate level for the way you see yourself performing as a leader, with 1 being the lowest score (poor) and 5 being the highest score (very good):

		1	2	3	4	5
	I am curious and insightful about the lives and needs of our customers	○	○	○	○	○
	I am commercially savvy and understand the drivers of the business	○	○	○	○	○
	I am self-aware and acknowledge my strengths & limitations	○	○	○	○	○
	I am passionately committed to creating value for customers and the business	○	○	○	○	○
	I inspire optimism in people with an ambitious vision and sense of purpose	○	○	○	○	○
	I come across as having a clear vision of the kind of leader I want to be	○	○	○	○	○
	I build big, empathetic relationships with my work colleagues	○	○	○	○	○
	I define clear roles and responsibilities to enable efficient ways of working with others	○	○	○	○	○
	I value individual contribution whilst fostering a team culture of constructive challenge	○	○	○	○	○
	I am mindful of the impact that my presence and energy has on other people	○	○	○	○	○
	I inspire and empower others to reach new levels of performance and drive commercial results	○	○	○	○	○
	I remain true to my values and commitments to others even when under pressure	○	○	○	○	○

Take a look at your scores and identify which of the 4 areas your gaps lie in. For practical tips to get you started on becoming an even better leader, click on the corresponding image.

Being more INSIGHTFUL

If you're lacking deep understanding about your customers and your business you may need to dig a little deeper into yourself and the motivations for what you're doing:

- Identify what excites you most about how your organisation is creating value for its customers
- Identify what you are less excited about
- Misalignment with you and your organisation is usually in either your values, how your strengths are utilised or in whether you genuinely enjoy what you're doing. Identify where the gaps are and look to close them

This is an excerpt of the leadership questions we use regularly with sales and marketing leaders across the world. If you would like to work through the full set of questions or are looking for support for you or your team, please get in touch with our leadership experts, we would love to talk to you: contactus@brandlearning.com.

To find out more about the sales and marketing leadership work we do with people and organisations, head to our website.

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Clarify your PURPOSE

If you're not genuinely inspiring the change that you and your organisation wants to see, you may need to clarify your purpose - that is being crystal clear on 'what you're up' to as a leader:

- Think about the future you're leading for and write it down (you need to feel passionately committed to this)
- Think about who you need to become as a leader to deliver that future and write it down (if you're note sure, find out what impact you're having on other people)

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Work hard on your RELATIONSHIPS

If you're not building the partnerships you need to deliver the results that you want, you may benefit from some planning and focussed effort. Great marketing leaders that build the partnerships that deliver results work hard on relationships:

- Identify the key people who are most important to you in delivering the future that matters to you and write them down.
- Create a plan for how you want to progress each one (if you're not sure of the role that you're playing in growing these relationships, find out)

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Step-change your PERFORMANCE

If you're not managing to deliver the results you need or expect it is likely that there is something missing in insight, purpose or partnership that is driving disconnect at a deeper level so check for alignment here first. Otherwise:

- Check you fully understand who you are when you're at your best and at your worst as a leader and write it down.
- The critical thing now is to start recognising yourself in both these states so that you can actively work on being at your best more of the time.

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