

LEADERSHIP THAT ROCKS: THE WORKBOOK

Use this self-paced, self assessment to clarify the current state of your company's culture and your personal leadership level...all while crafting effective strategies to amp up both areas.

Do the Work - Reap the Rewards

KEY LEARNINGS:

Name 3 key takeaways that resonated with you from reading *Leadership That Rocks*.

ORGANIZATIONAL CULTURE:

How do you define organizational culture?

Does your company's leadership focus more on the past and the way things have always been done (Heritage) or the current talent base that make up the brand (Culture)?

Heritage (The Past)

Culture (The Present)

If you had to choose one of the following, which would best describe your company's focus:

Strategy-based

Culture-focused

Name 5 quantifiable benefits of a strong company culture.

Name 20 companies (local or global) that have fantastic cultures in your opinion and experience.

List 3 qualities that all of the brands you listed have in common.

Three empty rectangular boxes for writing the answer to the first question.

Name at least 3 qualities your current company has in common with the list of 20 rock star brands you identified.

Three empty rectangular boxes for writing the answer to the second question.

What would make your current company culture hard for a competitor to copy?

Name 5 specific things that your company could collectively do to dramatically improve the brand's culture

PERSONAL IMPACT:

Name 5 (famous or lesser known) “Culture Catalysts”—people who bravely take chances to make a difference in their company, industry, community or field of expertise.

Blank space for listing 5 Culture Catalysts.

Do you consider yourself a Culture Catalyst?

- Yes
- No

In your current leadership role, do you feel like your actions and role in the company make a difference in the brand’s culture?

- Yes
- No

Name some things that you can do in the short term to start amping up your personal impact.

LEADERSHIP STYLE:

If you had to choose one of the following, how would you describe your leadership style?

- Laid back and calm
- Tough and driven
- Firm but fair

If they had to choose one of the following, how would others in your company label your leadership style?

- Focused on processes and procedures
- Focused on people and relationships

Do you consider yourself obsessed about results?

Yes

No

Name some ways that you do/could hone your work ethic.

Which of these leadership styles more resembles your approach?

Humble, Thoughtful, Deliberate

Gregarious, Impulsive, Decisive

Knowing there will always be times where you will need to “bring the thunder”, name 5 ways that you could develop and practice more humility in your leadership style.

ROCK STARS vs. LIPSYNCHERS:

Does the company employ a robust, diverse work group?

Yes

No

Name one area that the brand could do a better job when it comes to more diverse hiring?

Is there a concerted effort to ONLY hire rock stars (top talent) into the organization?

Yes

No

List the specific key strategies currently in place that help ensure ONLY rock stars are being hired.

Even if you have no responsibilities when it comes to hiring, what is something that you personally could do (or do more of) to help improve the level of hiring for the business?

DEALING WITH CHANGE:

How do you handle “Personal Culture Shifts” (inflection points); do you look at life’s obstacles and moments of change as things that happen TO you or FOR you?

Regardless of your current boss, what are some things you could do to productively and effectively deal with an unsupportive supervisor?

List at least 3 positive reasons for change to occur in your life.

List 5 positive reasons for change to occur in a company.

Blank area for listing 5 positive reasons for change to occur in a company.

Name as many possible ways to positively deal with organizational change.

Blank area for naming as many possible ways to positively deal with organizational change.

BRAND AFFINITY:

Are you madly in love with your brand—the company where you are currently employed?

Yes

No

Do your personal values match up the company's values (stated or implied)?

Yes

No

Name at least 3 key reasons why you are working at your current job?

COMPANY-WIDE SYSTEMS:

Does your leadership team do consistent and formalized self-assessments of the business (S.W.O.T. analysis, Strategy Pauses, etc)?

Yes

No

Does the company's leadership do a good job at communicating with the team members?

Yes

No

Name some ways that you could improve communication with the team to get everyone singing off the same song sheet.

MENTORSHIP:

Does your company have a well-developed Mentor program?

Yes

No

List your thoughts on how an official Mentor program could be created or amped up, if already in place.

List the names of each person who are (*or could be*) in the identified types of Mentor roles:

Internal

Senior person at work with years of wisdom and experience

External

High achiever outside the company but understands your industry and the role you play in it

Peer

A colleague who can talk through projects with you, advise you in navigating certain personalities and listen to you vent over coffee.

Personal

Someone who gives you a psychological lift and helps you see light through the cracks during challenging times. They don't have to work in your industry and could be a friend, a family member or a life partner.

Reverse

Could be the individual you are mentoring, even though they may have fewer years in the workplace than you. They give you opportunity to collect feedback on your leadership style, engage with a younger generation and keep your perspectives fresh and relevant.

Does each person you listed as a Mentor know they are in your inner circle and how important they are to you?

Yes

No

OWNER MINDSET:

As a leader in your current position and company, what learnings can you glean from studying Founders, Entrepreneurs and Business Owners?

Name 3 business owners/founders, whose leadership you admire.

If you had complete control over your current brand, what singular change would you make that would make the biggest impact in amping up the company culture?

Blank space for response.

NEXT STEPS:

List out your immediate next steps to further enhance your leadership skills.

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