

Inventory your Leadership Assets

Often times professionals feel they are not effectively advocating for themselves in their career whether in-person or on paper such as on their resume or LinkedIn profile for example, because they either lack confidence or are unsure of what they should focus on from their career portfolio.

Usually, this only requires a clarity exercise. In order for you to sell yourself well, you want to be clear and own what you bring to the table based on what you're known for — your leadership assets. Being clear and able to communicate your leadership assets further expands your career portfolio beyond your current or most recent position when seeking to either move into a new role or making a career transition.

Below is a checklist of asset areas to consider and help you expand on, when you look at all that you can bring to the next stage of your career.

- Do you see the potential in others, that they may not see in themselves? Successful leaders understand that everyone has assets that are not always seen and have considerably more to contribute than what is visible.
- Do you encourage challenging the status quo in yourself and in others? Do you seek a team of lifelong learners who are intellectually curious? Leadership is not following the thought patterns of your boss or current management team. A great team operates in a system where everyone is open to others' views and opinions — even those contrary to their own.
- Do you comfortably articulate and share your vision as well as your organization's goals?
- Do you prioritize ideas and thought streams to create alignment? There are many great ideas that are brought to the table across departments. Effective leaders choose the best ones and prioritize them against defined goals.
- Is everyone given a chance to contribute in some way, whether offering their ideas, a timely resource, their own skills, or lending an ear to listen, when developing new

products, plans and programs? You are not perceived as weak if you listen to what others have to contribute. You're still leading if you go with someone else's ideas.

- Do you make instinctive prompt decisions to achieve results, taking into consideration whether others grasp your core values in the decision-making process?
- Do you engage others and show an interest in others' well-being? Do you keep an "open door" policy where staff feels comfortable coming to you to speak about anything, personal or professional?
- Do you inject optimism and share stories at work? When you come across challenges, do you steer the focus on how to overcome and keep energy high through words and actions?
- Do you tend to spot patterns and trends in business, learn from past experiences and focus on opportunities — not problems or challenges.
- Do you create a fun positive environment that channels laughter? Do you tend to surround yourself with high-energy teams or those that have a wide range of talents and strengths?
- Do you develop successful internal and external relationships?
- When examining your communication, do you actively listen as well as you speak?
- How have you helped a department, team or individual remain whole? Do you offer opportunities to support them and what they are trying to accomplish, understanding their value?
- Are you clear on your purpose and the core values you stand for?