Fulcrum Point

Workshop outline · Managing yourself and your work

Building a Personal Leadership Brand.

Decide what you stand for as a leader, find out how you are seen today, and close the gap. Participants leave with a personal mission statement and a plan for living it.

For

Ambitious people who want to be remembered for the right things, above all by those they lead.

Format

One day. In person or live virtual.

What it is for.

People form a view of a leader long before they read a title. That view decides how much direction they accept and how much effort they give.

Participants audit their own values, test them against how colleagues and teams see them now, and choose where they can make the biggest difference. They write a personal mission statement, a promise of the value they bring to the people who allow them to lead, and a strategy for putting it into practice.

What you leave with.

- A self-audit that identifies your values
- A clear picture of how others see you today
- Tools for choosing where you can make the biggest difference
- A personal mission statement
- A strategy for putting your leadership brand into practice

Why it matters.

- People follow a leader they can read: what you stand for and what you expect
- A clear brand widens your effect on the team's direction, alignment and commitment
- Your capabilities and contribution are recognized, which supports your career goals

Format.

Length	One day
Mode	In person or live virtual
For	Ambitious people who want to be remembered for the right things, above all by those they lead.
Method	Self-assessment tools; Short inputs from the facilitator; Group activities; Individual and peer-to-peer assignments

Your speaker.

Lorne Michael Cousins

Senior Fellow and Council Director, The Conference Board, Asia. Founder, Fulcrum Point.

Lorne Michael Cousins has spent twenty-five years inside corporate sustainability across China and the Asia-Pacific, as environmental auditor, sustainability consultant and leadership strategist. He is Senior Fellow and Council Director at The Conference Board, Asia, founder of Fulcrum Point Sustainability Consulting in Shanghai, and a Founding Member of the Sustainability Directory.

He holds an MEM from UNSW Sydney, a BA from UBC Vancouver, and Practitioner status with IEMA. Accredited Advisor, Future-Fit Business Benchmark.

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