

Purpose

Creating your leadership credo

WORKBOOK

(abridged version for International Women's Day 2021)

#ChooseToChallenge





INTRODUCTION

Your leadership credo is your why statement of what matters to you in your work and life. Its vitally important as a leader that in any given situation you are confident and able to express what it is you stand for with clarity and impact. The flowing two step process to support you in this is taken from our wider Women's leadership programme, and the purpose module.

This international women's day, we hope this short but powerful process supports you to stand for what matters to you.

Below are some statements that we invite you to complete.

STEP 1: YOUR IMPACT

We encourage you to be honest, brave and proud, and to finish the statements with what is authentic for you. Some of what you write from statement to statement may overlap, that's expected and can be helpful to refine your message and clarify key themes for your purpose.

I see my role in the organisation is to ...

What I am most proud about in my career is ...

I believe as a leader it's important to ...

Gender equality is important to me because ...

The legacy I want to leave is ...





STEP 2: WEAVING TOGETHER YOUR LEADERSHIP CREDO

Once you've finished Step 1, it's time to get creative with the statements you have. First notice, which ones stand out to you as particularly powerful and impactful. Try saying them out loud to yourself. Imagine someone else saying them and how you might receive them?

Then experiment with putting statements together, such as 'I see my role in the organisation is to' AND 'I believe as a leader it's important to ...'

Capture below the key statements or phrases that you want to use in your leadership credo:

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**I HAVE LEARNED THAT AS LONG
AS I HOLD
FAST TO MY BELIEFS AND
VALUES - AND
FOLLOW MY OWN MORAL
COMPASS - THEN
THE ONLY EXPECTATIONS I NEED
TO LIVE UP
TO ARE MY OWN.**

Michelle Obama

“

**68% OF FEMALE CEO'S ARE
"MOTIVATED BY
A SENSE OF PURPOSE - BY THE
THOUGHT
THAT THE COMPANY COULD
HAVE A
POSITIVE IMPACT ON ITS
COMMUNITY, ITS
EMPLOYEES, OR THE WORLD
AROUND
THEM."**

Korn Ferry: Women CEO's Speak



STEP 3: APPLYING YOUR LEADERSHIP CREDO STATEMENTS TO DIFFERENT SCENARIOS

In different circumstances, there are different aspects of your leadership style, impact, success and purpose that you will want to share. Consider a couple of the following scenarios and note down which of your leadership narratives you would bring together?

Scenarios:

- In performance management or career discussions
- When meeting influencers or potential sponsors in your organisation or industry
- To inspire your team so that they know more about you.
- Bringing your values and 'why' to the table effectively in all situations
- Advocating for causes that matter to you, such as gender equality

Capture your notes on sharing your leadership narrative in different scenarios below:



**... HAVING A CLEAR CONCISE
STATEMENT READY TO
DELIVER, ONE THAT SAYS
WHAT YOU DO NOW BUT
EMPHASISES WHAT YOU WANT
TO DO IN THE FUTURE AND
WHY YOU ARE QUALIFIED TO
DO IT – GIVES YOU A HUGE
ADVANTAGE IN TERMS OF
VISIBILITY AND POSITIONING ...
IN MY EXPERIENCE, GREAT
CAREERS ARE OFTEN BUILT ON
CHANCE ENCOUNTERS. SO, IT
ALWAYS PAYS TO BE
PREPARED.**

HOW WOMEN RISE, HELGESSEN
AND GOLDSMITH
[Executive sponsor for woman's
initiate at a London based global
financial institution, talking about their
elevator pitch]