

Perceptions of leadership

# What leader has the most positive influence in your daily life?

Take a few moments to think about this question if you need to. Once you have someone in mind, please list his or her initials.

List three words that best describe what this person contributes to your life.

# Branding

how how others you see yourself see you

# Some statements on personal (a.k.a professional) branding

https://www.youtube.com/watch?v=CTFQy0
3A7c8



"Your vision of where or who you want to be is the greatest asset you have."

-Paul Arden

# What is your professional brand about?

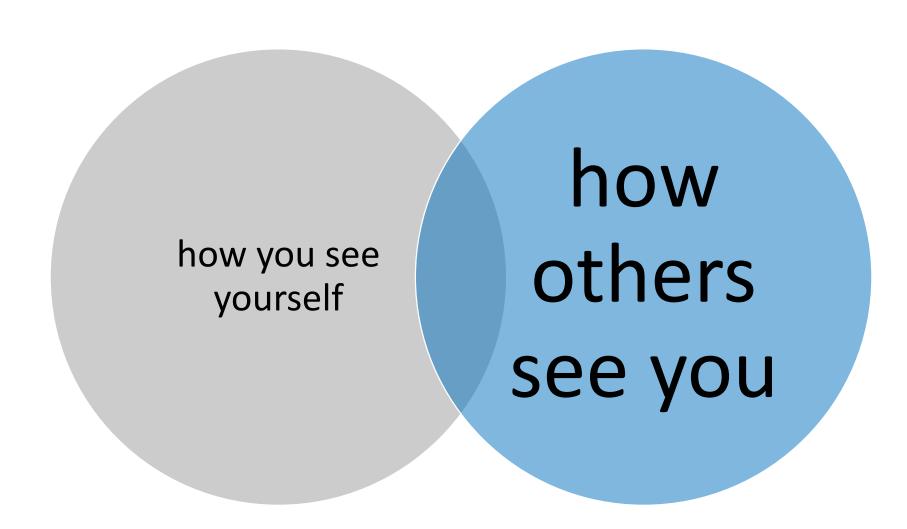


# Components of your brand



Can you tell a strong (and truthful) story about where you came from and what has influenced you to do the work you now do?

# The other half (or two-thirds?) of the picture



# Perception vs. reality



"How would I describe myself? Three words: hard working, alpha male, jackhammer, merciless, insatiable."

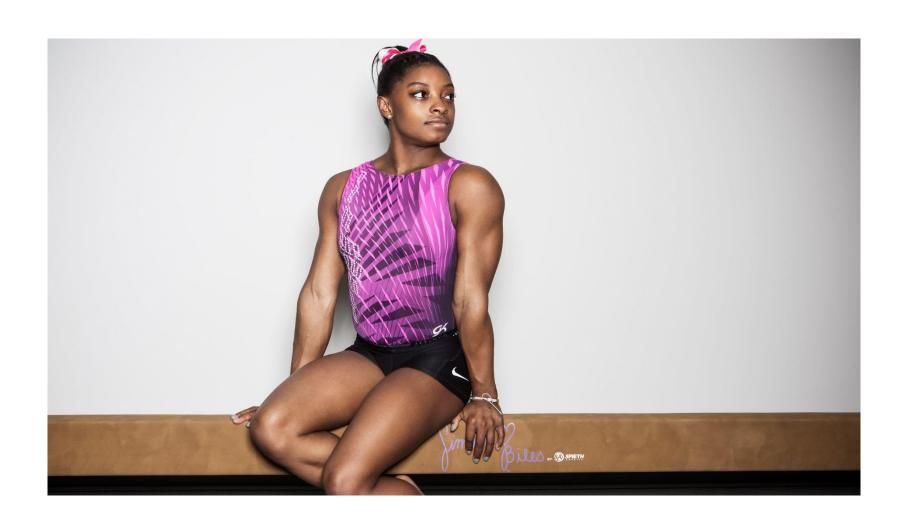
Learn to listen critically.

The best advice Dr. Maya Angelou has ever given—and received.

<a href="https://www.youtube.com/watch?v=aHvTWv">https://www.youtube.com/watch?v=aHvTWv</a><a href="https://www.youtube.com/watch?v=aHvTWv">KIPHo</a>



# "Smiling doesn't win you gold medals."



DiSC

Guarded, Task/Goal Focused Conscientious **Dominance** Prepared Direct Follows Rules Decisive Process Driven Results Focus Indirect, Direct, Slower Faster Paced Paced **Steadiness** Influence Patient Extroverted Loyal Talkative Team Focus Brings Energy

Open, Relationship/People Oriented

## **MBTI**

### NF

Valuing

Manifesting universal values and valuing people

### Possible

### NT

Visioning

Pulling people with ideas to an optimistic future

#### Want lives filled with excitement and romance. Very enthusiastic and creative. Often teachers, artists, writers. Great need for

**ENFJ** 

Teacher

Smooth talking charmers. Very inspiring & motivational. Often

clergy. People leaders &

orsunders. Great salespeople

to motivate groups.

**ENFP** 

Champion

diversity and change.

**ESFP** 

Abry relationship-oriented. Like

#### INFP Healer Noble servents aiding society.

INFJ

Counselor

Work is to inspire others to

achieve great things. Great

sionaries of human possibilities

Serious academicians. Often

a religious order.

lessors or offer themselves t

#### afforest from ISFP's, they by to tackle long-term problems. Often psychologists or counselors. Want to save the whales and rainforests.

ISFP

Composer

ISFJ

Protector

Chigh sense of duty: Upholden

of family tradition. Often found in

traditional helping professions

including nursing, elementary

education, etc.

### and visionaries of systems. INTP

INTJ

Mastermind

If they say they are going to do

something, they do it. Likely to

be corporate leaders, scientists.

Believe everything has room for

improvement, Superior planners

### Architect

eepest analysts of problems to be solved. Often physicists. scientists. Most aloof of types. Ortical thinkers.

**ISTP** 

### **ENTP**

**ENTJ Field Marshall** 

Very leadership-oriented, Likeli

to be top executives, business

persons. Big on reducing

efficiency, ineffectiveness. Tak

charge people. Can be over-

heiming to less outgoing types

#### Inventor liant one exciting challenge after

another. Love to problem solve. Good at analysis, consider hemselves full of ingenuity and ideas. Often involved in comp sci, systems analysis, design.

**ESTP** 

Promoter

## Logical

### Personal

#### Performer Number one in fun and hussen. Aways Invite ESFP: to your party. The most generous of all types. Warm, endly, vibrant people. Excellent at customer service.

**ESFJ** 

Provider

Hosts & hostesses. Gracious

ness of this type makes them.

excellent at entertaining,

coordinating. May be teachers

nurses. Very conscious of

ppearances, should shouldn't

#### Very observing, benevolent. notined toward work with people n need. Work to solve problem of the immediate such as homeless, stopping hunger,

### Operator Ready to try anything once.

#### Excitement seekers. Never fee Flushed with the rush of life. more alive than when taking seek excitement. A love of tools risks. Great negotiators on the and the utility they offer. Inclined fort end. Excellent promotions loward mechanical devices, can & entrepreneurial capabilities if ske apart & reassemble anythin someone else follows through

#### ISTJ **ESTJ**

#### Inspector Supervisor Doers of what should be done.

ministrators, workers, pillars o Masters at completing practical strength in community. Loyal details and adding finishing mates, parents, employees. touches. Get-t-done people. Other promoted to management Superb administrators. Duty positions. Dependable, ound & obligated, often military consistent, straightforward.

SF

Relating Including and building trustworthiness

Present

Directing Action from a strategic perspective

ST

# How does branding work for government and public sector agencies?





"At the core of every brand is **a pledge to those you serve** — a promise to consistently do or offer something..."

-Colorado State University

# The City of Madison's vision statement

The vision for the City of Madison is to be a safe and healthy place to live, work, learn and play. Madison will be a place where:

- Diversity is valued.
- Freedom of expression is encouraged and protected.
- Everyone has the opportunity to realize their full potential.
- The beauty of the urban environment and natural environment is preserved.

# Branding techniques for public agencies

- Proactive (not reactive) communication
- Learning about the people we serve
- Earning trust by doing what we say we'll do.
- Equip and empower employees to be "brand ambassadors"