

Your Leadership Voice Challenge

To help you refresh your LinkedIn About section in a way that strengthens your leadership identity (without signalling you're exploring new roles); we have created a short guide aligned to our **Four Levers of Leadership Impact** roadmap.

Here are a set of powerful reflection prompts to support you. Use them to shape a narrative that reflects who you are as a leader, what you stand for, and the impact you create.

Reflection Questions



1. Lever 1: Leadership Impact - Who I Am as a Leader

- What do you want people to understand immediately about your leadership?
- Which values guide how you lead (e.g., vision, balance, teamwork)?
- What strengths do you most want to amplify?
- What aspects of your leadership have evolved or strengthened?



2. Lever 2: Business Impact - How I Create Priorities

- What types of challenges or opportunities bring out your best?
- Where do you feel you add the most value? (performance, transformation, or growth)
- What kinds of business environments bring out your energy and curiosity?
- What's the "red thread" that connects your career so far?



3. Lever 3: Relationship Impact - How I Build Relationships and Culture

- What matters most to you in how you work with others?
- How do you build trust, alignment, and high-performing teams?
- What behaviours or relational practices are your non-negotiables?
- If someone described you as a leader, what would you hope they say?

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4. Lever 4: Knowledge Impact - What I'm Learning, Exploring, or Growing Into

- What are you curious about in your field or industry right now?
- What topics, ideas, or challenges are shaping your thinking as a leader?
- What leadership capabilities are you intentionally strengthening?
- Where do you feel you can both contribute and continue to grow?



5. My Philosophy or Leadership Promise

- What do you believe great leadership looks like?
- What do you stand for in the way you lead teams, deliver outcomes, and navigate complexity?
- What's the impact you want to have on the people and the businesses you touch?

Structure for Your LinkedIn About Section

Once you have answered the questions, the About section on LinkedIn is an ideal space to shape your reflections into a clean, compelling structure:

Opening: Leadership Identity

- A short paragraph on who you are as a leader — values, energy, philosophy, purpose.

Section 1: How You Create Impact

- A few lines describing how you drives performance, growth, transformation, or commercial outcomes.

Section 2: How You Work With People

- Your approach to collaboration, leadership style, culture-building, and what matters in relationships.

Section 3: What You Are Curious About

- Current areas of learning, interest, or growth — signalling a forward-looking, evolving commitment.

Closing: Leadership Promise or Anchor

- A final sentence capturing the essence of your leadership voice (e.g., "I'm committed to leading with clarity, curiosity, and purpose.")

Empower your leaders to make the leap from operational management to transformative leadership, bridging the gap between intention and measurable impact.

Contact us to discuss your leadership challenges and opportunities.

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