

# 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?

# Your LinkedIn Challenge

## 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.

[kate@newlandrock.com](mailto:kate@newlandrock.com)  
[www.newlandrock.com](http://www.newlandrock.com)

