

ACC NCR Leadership Academy Intro Module Take-Aways

Functions of Leadership

Where We are Going
Vision, strategy,
renewal and succession

If Absent:
Short-termism, unlikely to
achieve full potential, lack
of direction, etc

**Creating the
Future**



**Managing the
Present**

What We Do
Allocation and management
of resources, optimising
performance

If Absent:
Great ideas, no action!
Lose available resources to implement;
disappointed stakeholders

**Nurturing
Identity**

Who We Are
Purpose, brand, values,
norms, standards, etc.

If Absent:
Lack of passion, displaced
energy, disengagement,
Inappropriate behavior

What is a Personal Leadership Brand? *It is a clear, concise, and authentic way of communicating who you are, and what you are about. Your brand is your unique identity, differentiator, and statement of the value you provide / what you want to be known for. It must reflect your personal values (the principles that guide how you want to live your life).*

Personal Leadership Brand

