100 LEADERSHIP BRAND STATEMENTS

Change Leader Brands

- Transformation strategist
- Change maker who connects strategy to execution
- Transformational disruptor
- Master disruptor
- Fixer and firefighter
- Process evolver
- Process improvement champion
- Catalyst for future-forward change
- Corporate change agent with a crystal ball
- Transformer of struggling engineering organizations
- Transformator
- Leader who collaboratively moves change forward
- Complexity calmer
- Business transformer who creates calm out of chaos
- Quiet organizer
- Champion of efficiency and continual improvement
- Evolutionary change leader
- Turnaround architect for new technologies
- Badass inspirational B.S. eliminator
- Bomb diggity change ranger

People Leader Brands

- Talent whisperer
- Transformational people catalyst
- Developer of the next generation of leaders
- Leader who makes leaders of achievers
- Leader who develops life-long learners
- Intrapreneur who develops new leaders and new products
- Team healer
- Team transformer
- Employee champion
- Culture shifter
- Passionate culture catalyst
- Culture catalyst who builds high functioning teams
- Enabler: creator of environments where others can accomplish great things
- Compassionate fearless leader
- Quiet, thoughtful leader
- Charismatic peacemaker

Adapted from Woman of Influence: 9 Steps to Build Your Brand, Establish Your Legacy, and Thrive by Jo Miller (McGraw-Hill). © 2019 Be Leaderly
• Connector: connecting people and resources
• Leader who brings people and ideas together
• The bridge between engineering and sales
• Cross-team bridge builder

Results Leader Brands

• Enabler, influencer, and motivator
• Builder of a culture where success breeds success
• Unleasher of team energy
• Multiplier
• Revolutionary difference maker
• Organizational productivity maximizer
• Accelerator
• Enabler of great outcomes
• Game changer
• Problem-identifier, problem-solver, and problem-preventer
• Solution finder
• Leader who establishes solutions amongst chaos
• Deliverer of data-driven customer-oriented results
• Closer of big business deals
• Leader who produces top-line growth
• Evangelist for the power of advocacy to drive loyalty, growth and sales
• Passionate “goal-getter”
• Leader of teams that accomplish big dreams
• Transformative go-getter

Service Leader Brands

• Leader of change inspired by customers
• Force that drives customer championship
• Deliverer of delightful consumer experiences
• Partner with a path
• Customer-centric thinker
• Customer trust advocate
• Advocator
• Chief relationship officer
• Uniter of technology and people, in service of customers
• Passionate driver of outstanding design that users love and value
• Marketer that C-suite leaders turn to for counsel
• Brand advocate
• Grower of customer crystals
• Passionate driver of outstanding design that users love and value
• Healer of what’s broken
• Ambassador for ideas that change or improve our society
• Driver of social impact through technology solutions that deeply impact peoples’ lives
• Servant leader and remover of road blocks
• Social justice executive
• Warrior for a better life for the patient
• Champion of the unseen
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Thought Leader Brands

• Trend-setter, barrier-breaker, and innovation-maker
• Innovator who creates winning strategies
• Innovator and idea maker
• Transformer of data into innovation
• Innovation architect
• Intrapreneur that scales from start up to rainmaker
• Trendspotter
• Negotiation strategist
• Walking encyclopedia
• A.I. algorithm curator and architect
• Water warrior
• Technologist who discovers opportunities then engineers breakthroughs
• Operations data leader
• Builder of a culture of open source collaboration
• Strategic communications architect
• Knowledge cascader
• Perspective shifter
• Key public communicator
• National spokesperson
• Visionary product leader

What’s your leadership brand statement?