Trim Size: 6in x 9in Bevenour ftoc.tex V2 - 01/13/2015 3:32pm Page ix

Contents

Preface xiii

About Me xv

About the Book xvii

Acknowledgments xix

Chapter 1 You and Your Inner Leader 1 Part One of the Book 2 Part Two of the Book 3 Part Three of the Book 4 How to Read This Book 5 Change Model: Unleashing Your Inner Leader 6 About You 7 You and Your Inner Leader Chapter Summary 8

Part One Know Yourself...Authentically 11

Chapter 2 Strengths: Who Are You? 13
What a Strength? 14
Using and Leveraging Your Strengths 16
Strengths Exercise 1: Discover Your Strengths 18
Strengths Exercise 2: Building Your Strengths Statements 22
Strengths Exercise 3: Communicating Your Strengths
Statements 25
When Strength Becomes a Weakness 26
Strengths Chapter Summary 29
Chapter 3 Values: What Do You Stand For? 31

What Is a Value? 32

Values Drive Decisions and Behaviors 34

When Values Are Misaligned 36

X CONTENTS

Values Exercise 1: Discover Your Values 39 Values Exercise 2: Align Your Values and Behavior 40 Values Chapter Summary 42 Chapter 4 Impact: What Do You Do? 43 Get Your Results Noticed 44 Impact Exercise 1: Build Your CAR Stories—Challenge, Action, Result 45 What Is Your Career Currency? 51 Impact Exercise 2: Use CAR Stories as a Record of Career Currency 52 CAR Stories for Career Leadership and Success 53 Impact Chapter Summary 60 Chapter 5 Personal Brand: How Do Others See You? 61 What Is a Personal Brand? 62 Personal Branding Is about How Others Perceive You 66 Are You on the Career Ledge? 68 Five Steps toward Personal Branding 71 Personal Brand Exercise 1: Who Are You? 73 Personal Brand Exercise 2: What Do You Do? 73 Personal Brand Exercise 3: What Is Your Unique Promise of Value? 74 Personal Brand Exercise 4: What Are Your Results? 75 Personal Brand Exercise 5: What Are the Benefits of Your Results? 76 Examples: Personal Brand Statements 77 Putting Your Personal Brand to Work 81 Personal Brand Exercise 6: Communicate Your Personal Brand Daily 83 Personal Brand Exercise 7: Communicate Your Personal Brand on Social Media 83 Personal Brand Chapter Summary 84 Part Two Evolve Your Inner Leader 87 Chapter 6 Productivity: How Do You Get Work Done? 89 How Disciplined Are You? 90 The Great DANE 92 Productivity Exercise 1: Eliminate the Bottom 30 Percent of Your Work 100 Productivity Exercise 2: Say No to One Work Task per Day 101 How Good Are You at Saying No? 102

Managing Your Energy for Success 104

Trim Size: 6in x 9in Bevenour ftoc.tex V2 - 01/13/2015 3:32pm Page xi

CONTENTS 🔍 xi

Productivity Exercise 3: Build a Recovery Routine to Sustain Results 106 Productivity Exercise 4: Build a Long-Term Recovery Routine to Sustain Results 107 Productivity Chapter Summary 110 Chapter 7 Mentoring: Helping Others and Helping Yourself 113 What Is Mentoring? 114 Steps to Working with a Mentor 114 Mentoring Exercise: Six Steps to Find and Work with a Mentor 115 What Should I Work on with My Mentor? 117 Mentoring Chapter Summary 118 Chapter 8 Personal Language: What Does Your Language Say about You? 119 Do You Talk Too Much (and Say Nothing)? (121 Do You Ask the Right Questions? 122 Personal Language Exercise 1: Make a List of What Questions 124 Is Your Personal Language Sabotaging Your Effectiveness? 130 Personal Language Exercise 2 hange Your Favorite Phrases 131 Three Tips to Effective Personal Communication 132 Personal Language Chapter Summary 135 Chapter 9 Career Evolution: Where Are You Going? 137 What Is Your Next Step? 142 Successful Career Evolution Process Phase 1: Discover Your Story 143 Successful Career Evolution Process Phase 2: Network 147 Career Evolution Exercise 1: Appreciate Those Who've Helped You 154 Successful Career Evolution Process Phase 3: Interviewing 157 Career Evolution Exercise 2: Tell Your CAR Stories 158 Successful Career Evolution Chapter Summary 161 Chapter 10 Career Evolution: Building Your Leadership Legacy 163 Building Your Leadership Legacy 165 What Is Your Definition of Success? 165 Success Exercise 1: What Will Success Look Like? 166 Success Exercise 2: Uncover Your Subconscious 169 Find Future Success in Your Past 170

Trim Size: 6in x 9in Bevenour ftoc.tex V2 - 01/13/2015 3:32pm Page xii

xii ▶contents

Success Exercise 3: Turn off the Self-Doubt and Turn up the Facts 172
Living Your Leadership Legacy 174
Career Evolution: Building Your Leadership Legacy Chapter Summary 180

Part Three Inspire Your Inner Leader 183

Chapter 11 Guiding Principles 185 Guiding Principles 186 Guiding Principles Chapter Summary 195

Chapter 12 Letting Go of *Me* to Get to *Us* 197 Letting Go of *Me* to Get to *Us* 198 Letting Go of *Me* to Get to *Us* Chapter Summary 203

Chapter 13 Reflecting on the Past to Get to the Future 205 Reflecting on the Past to Get to the Future 205 Reflecting on the Past to Get to the Future Chapter Summary 211

Chapter 14 When You Become the Inspiration 213 When You Become the Inspiration 213 When You Become the Inspiration Chapter Summary 218

About the Author 221

ttp://w

Index 223