

THE 7 NEW RULES OF

SELF

LEADERSHIP

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DISCOVER A NEW STYLE OF LEADERSHIP

Autocratic leadership or command and control styles where one person makes all the decisions without input from others and management techniques focusing on strict rules, regulations, and close supervision, no longer work in today's fast-paced and ever-changing business environment.

Leaders who refuse to change or evolve with the times may find themselves left behind in an ever-changing and rapidly evolving business environment, individuals with strong self-leadership skills are more likely to be successful in their careers and experience higher levels of job satisfaction and well-being.

Self-leadership is the ability to direct your own behaviour and emotions that set a good example for others to follow and delivers high level of success for those in roles where they need to be their own boss. Being self driven, motivated and purposeful has always been a core of developing leadership skills and according to a study published by the Harvard Business Review, self-awareness is the foundation of leadership, with self-aware leaders scoring higher on measures of effectiveness and emotional intelligence.

To create successful teams it is crucial for leaders to be more inclusive and collaborative in their decision-making process or they can stifle creativity, employee engagement and motivation. A leader who is not able to understand and manage their own emotions and the emotions of their team members, may find it hard to lead effectively in a rapidly changing and ever-connected world.

Additionally, a strong personal brand is built on self-awareness, authenticity and consistency however to be a stand out leader, staying on track with the energy and drive to lead others, self-leadership is needed to understand and communicate a leaders unique strengths and value proposition in a far more powerful way.

Research by Deloitte showed that self-leadership is critical in achieving personal and professional objectives. They also discovered that people who are self-leaders are often more resilient, flexible, and adaptable.

In this ever changing environment it makes sense to encourage the development of self-leadership in your association, organisation or business.



SELF V SERVANT LEADERSHIP

Many worry that self-leadership defeats the purpose of servant leadership however they are two distinctly different approaches to leadership, even though they share some similarities and can be complementary.

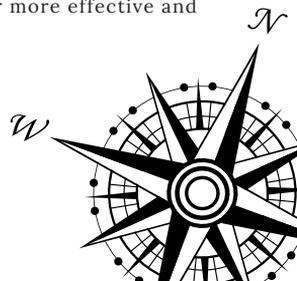
Self-leadership is the ability to direct your own behaviour and emotions in ways that improve your chances of success. It involves taking responsibility for your own actions, staying accountable to yourself and others, and continuously working on personal development.

Servant leadership, on the other hand, is a leadership style in which the leader prioritises the needs of the team or organisation over their own needs. Servant leaders focus on serving the people they lead and creating an environment in which everyone can succeed. Key characteristics of servant leaders include humility, empathy, and the ability to empower and develop others.

The main difference between the two is self-leadership is more about self-improvement and self-direction, while servant leadership is more about putting the needs of others first.

The two can complement one another, as a strong self-leader who is able to lead by serving will be better equipped to guide and direct their team towards success.

Both servant and self leadership require the ability to be self-aware, manage emotions, and be adaptable. The core difference is self-leadership focus is on self-improvement while servant leadership focus is on serving and empowering others. A balance of both can make a leader far more effective and fulfilled.



PERSONAL BRANDING

SELF-LEADERSHIP AND PERSONAL BRANDING

Where associations, organisations or businesses have leaders who also need to be their own boss, it is important to encourage personal brand development so the leaders continue to focus on aligning their own values and drives with those of the overarching brand and makes sure they deliver on the brand promises.

Self-leadership helps individuals to become more self-aware, which is a critical component of developing a personal brand. By understanding their own strengths, weaknesses, values, and unique abilities, individuals can better communicate their value proposition to others.

It also helps individuals to be authentic in their personal brand, by encouraging them to align their actions and communication with their personal values. This creates a sense of trust and credibility with others.

Self led leaders with clearly defined personal brands also stay consistent, managing their emotions, thoughts, and actions in alignment with their values and goals. This creates a sense of reliability and predictability which can help to build respect and a sense of connection with their team, clients and community.

Leaders who have a stand out personal brand and have developed self-leadership skills also tend to be more confident, assertive and positive in networking and creating relationships. By understanding themselves and their goals, they can more easily communicate what they stand for and why someone should choose to follow them.

With its essence of continuous growth, self-leadership can also help leaders to keep working on their personal development, identifying and developing the skills and abilities that are most relevant to their personal brand.

By developing self-leadership skills, your leaders can become more self-aware, authentic, and consistent with their personal brand. This can help communicate the value proposition more effectively and build stronger relationships with others in professional and personal networks.

As a strong self-lead leader, confidence improves, as does the ability to embrace uniqueness and amplify the personal brand values. As a self confident leader, doors open and opportunities because leaders are taken more seriously by decision makers who influence their future.

A study from the University of New South Wales found that individuals with high levels of self-leadership had higher levels of job satisfaction and were more committed to their organisations and the University of Cambridge found that self-leadership is associated with better mental health, as individuals who were able to direct their own behaviour and emotions experienced lower levels of stress and burnout.

Applying effort to develop good self-leadership skills enables the development of self belief and an alignment with the foundations of a personal brand, maintaining brand consistency while sustaining performance as a self driven leader.

So what are the 7 new rules?



THE 7 NEW RULES OF SELF LEADERSHIP

The key principles of self-leadership include setting clear goals, taking responsibility for your actions, staying accountable to yourself and others, and continuously working on personal development.

Some of the practices that can be applied to self-leadership include developing a growth mindset, mindfulness, practice assertive communication, and effective time management.

It's also important to understand that self-leadership is an ongoing process that requires practice and dedication.

Here are the new rules to follow:



1. DEVELOP A GROWTH MINDSET

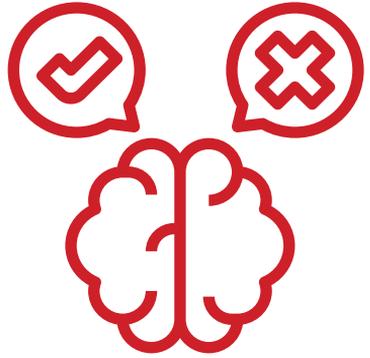
Embrace challenges and view them as opportunities for personal and professional growth.

Encourage your leaders to consider how far they have come and to regularly identify where they are going. The best environments for growth are those where potential is nurtured.

2 . PRACTICE MINDFULNESS

Being aware of your thoughts, emotions, and behaviours in the present moment can help you make better decisions and respond more effectively to stress and change.

When leaders feel lost there is a temptation to go bush-crashing, when taking a moment to find your bearings can save a huge amount of time and effort and get everyone back on track much faster.



3 . COMMUNICATE ASSERTIVELY

Speak up for what you believe in and set boundaries in a way that is assertive but not aggressive.

In the bush there are always two leaders, the one at the front guiding the way and the one at the back making sure no one gets left behind.

Having your leaders meet and communicate regularly, setting goals together and knowing what the plan is will help them become better communicators for their team.



4 . PRIORITISE SELF-CARE

Taking care of yourself physically, mentally and emotionally should be a priority, to be able to be effective and efficient in leading.

When things go wrong in the bush everyone looks to the leader to make the right decisions and they can't do that if they aren't looking after themselves.



5. BE ADAPTABLE

Be open to new ideas and be willing to change direction when necessary. The ability to adapt quickly and effectively to new situations is a key trait of successful self-leaders.

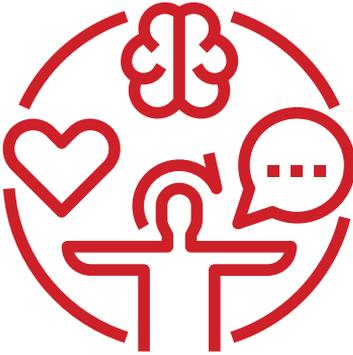
There is often more than one path to get to your destination in the bush and if a leader knows the outcome required and the capabilities of those they lead, you need to trust them to choose the best path to take at the time.



6. EMBRACE CHANGE

Understand that change is inevitable, and the leaders of tomorrow should be able to embrace it, rather than resisting it.

Sometimes getting lost is a good thing, it enables leaders to find their own way out and to take a look at what got them to where they are, with the confidence to get themselves out.

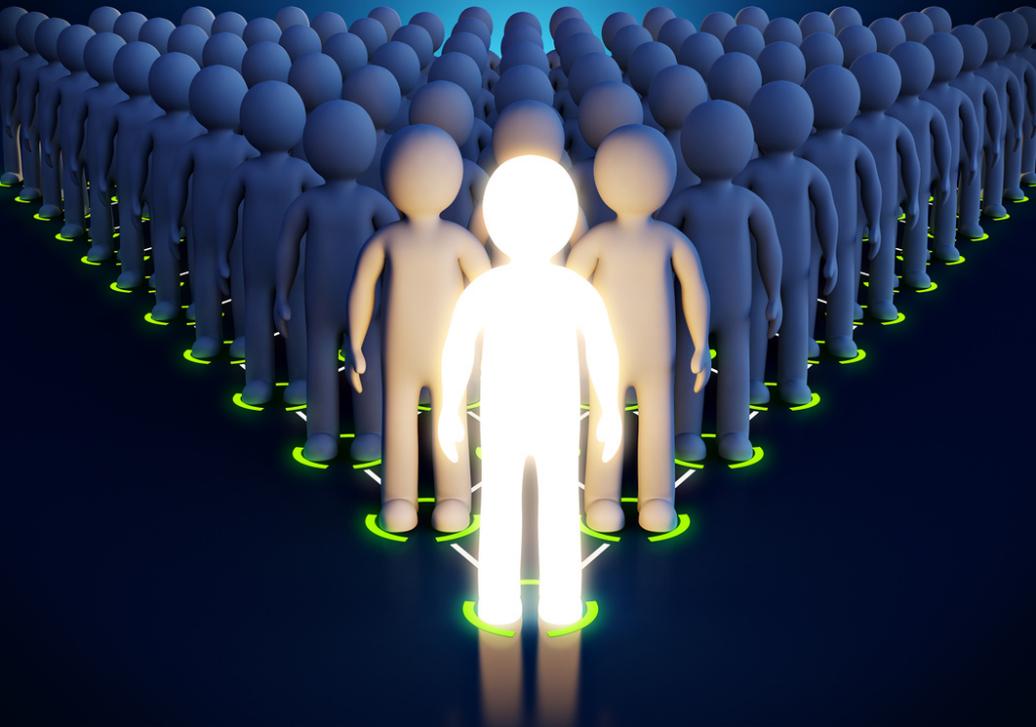


7. EMPHASISE ON EMOTIONAL INTELLIGENCE

Building emotional intelligence, can help in understanding and managing the emotions of both themselves and those around them.

The last thing anyone needs when they get lost in the bush is panic and good leaders, even if they are unsure of the direction, are good at calming everyone by being the most steady person there.





THE FUTURE OF SELF LEADERSHIP

A leader who is not able to understand and manage their own emotions and the emotions of their team members, may find it hard to lead effectively in a rapidly changing and ever-connected world. Remember, self-leadership and personal brand development is an ongoing process that requires constant practice and refinement but it's worth it, not just for your leaders but for your entire team.

Research by the Center for Creative Leadership (CCL) found that managers with high self-leadership abilities received more positive feedback from their colleagues, have more positive interactions with their team members, and have less turnover in their team than those with low self-leadership abilities.

Keep in mind that every organisation is unique, and the methods that work best will vary depending on the specific situation. It's essential to evaluate the leadership methods that you're currently using, and be willing to adapt them to suit the needs of your organisation, association or business in 2023 and beyond.

“You can only lead others once you know your own direction”

SELF LEADERSHIP IN DIRECT SELLING

You can help distributors stay motivated and engaged, dealing better with rejection or other challenges. Self-leadership encourages individuals to take personal responsibility for their own success, and to take control of their own motivation and engagement.

Guide your leaders to prioritise their time and manage their time more effectively, which is vital when their work is a side-hustle or a part-time juggle around family and other demands.

Encourage leaders to understand and manage their own emotions and the emotions of their team members and customers. This can improve communication, negotiation, and overall interactions as well as relationship development, overcoming the fear of rejection and building confidence in following-up.

Self-leadership can also help direct sellers to be adaptable, and to pivot their approach when necessary. As direct selling often involves interacting with a wide variety of people, and being flexible can help them connect and communicate more effectively with different types of customers and potential team members.

The most important thing to remember is that in direct selling, the leaders are setting the tone for the culture of their business and when they embrace self-leadership, aligning their personal brand purpose with daily motivation and action.

If your leaders have the most energy and consistency they will motivate the entire team.



SELF LEADERSHIP IN FRANCHISING

Self-leadership is a valuable tool in franchising as it can help develop confidence to stand out as a leader in the community, taking the steps required to grow a business but at the same time, align with the needs and requirements of the corporate franchise brand.

Encourage your franchisees to prioritise their time and consider the business as their own, enabling them to make decisions and taking action to market and promote themselves as well as the business brand.

Encourage franchise owners as individuals to take personal responsibility for their own success, and to take control of their own motivation and engagement and not rely entirely on head office.

Self-leadership can also help franchisees to be adaptable and flexible, which is crucial when dealing with changes in the industry, customer base and new business trends.

When you support the relationship with the franchisees, you ensure alignment and consistency throughout the franchise system.

Franchisees with strong self-leadership skills are more likely to stay aligned with the franchisor's policies and procedures, which can lead to a more successful franchise operation.

It's a fine line to walk, but if you encourage self-leadership it can help develop confidence in both the franchisee capabilities and the franchisors support.



SELF LEADERSHIP IN BUSINESS

Self-leadership can help business owners and managers set clear, specific, and achievable goals, which they can work towards on a consistent basis. This can help them stay focused and motivated, even when faced with obstacles or setbacks.

Encourage entrepreneurs in your organisation or association to take personal responsibility for their own success, and to take control of their own motivation and engagement without relying constantly on the industry association for support.

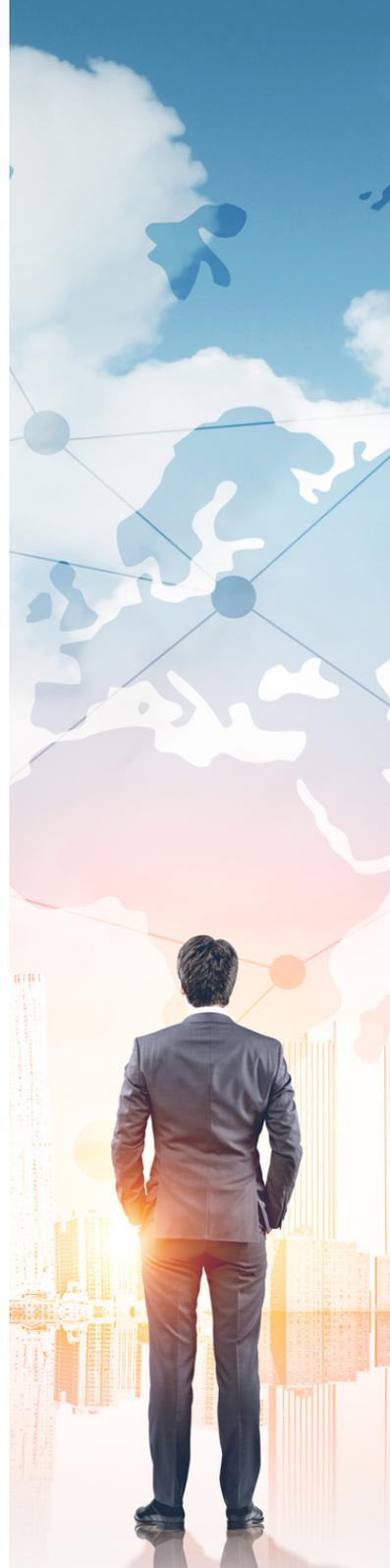
It also helps them to make better use of the association resources, knowing that they are getting value from their membership because they are implementing everything needed to be successful.

Professional service providers with strong self-leadership skills manage their own emotions and the emotions of their team members and customers, improving communication, negotiation, and overall interactions especially when selling services in highly competitive markets or where the outcome takes time to deliver.

You can help your members become adaptable and confident in the constantly changing business environment. Having a strong sense of who they are as the leader enables them to believe in their ability to steer the business through any change or difficult situation.

Self-leadership can help business owners to make better decisions, by being aware of their own thoughts, emotions and biases and taking a rational approach to decision making.

By being an example of self-leadership, a business owner can also foster a culture of self-leadership in their organisation, leading to increased engagement, motivation and overall performance of the team.



SELF LEADERSHIP IN CORPORATE

Self-leadership can help corporate employees and team members stay motivated and engaged by focusing on their personal goals and what they want to achieve as an individual as well as part of the team.

Encourage individuals to take personal responsibility for their own success, while developing the confidence to ask for support when needed. A self driven employee will first look at what they can do to improve their situation instead of blaming the organisation first.

Self-leadership can help corporate employees and those working within education environments understand and manage their own emotions and the emotions of their team members. This can improve communication, negotiation, and overall interactions so that the culture of the organisation or school is inclusive and accommodating.

You can also help employees to develop their leadership abilities they might not have considered previously, understanding and communicating their strengths and unique skills, and aligning their actions with the wider goals of the school or company.

Self-leadership can help corporate employees be more confident in making decisions. By being aware of their own thoughts, emotions and biases and taking a rational approach to decision making, your team members can be proud of their ability to manage their emotions and think for themselves while working within the organisations structure.

Self-leadership can help employees be more comfortable with change, helping them be self reliant and adaptable which is crucial when dealing with the mercurial corporate environment where there are always new policies, programs, changes in leadership, or shifting business priorities.





HOW PERSONAL BRANDING CAN HELP DEVELOP SELF-LEADERSHIP

When you encourage your leaders to define their personal brand you give them the confidence to step into their purpose and develop self-leadership skills.

These skills can be applied to their business and to help develop other leaders within their team and community

There is a simple process to define and develop a leaders personal brand no matter what environment they work in - their own professional service business, direct selling or franchise organisation or corporate.

This is called Finding Your Brand True North:



WEST: Encourage your leaders to create more influence by easily explaining **WHAT** they do, knowing exactly **WHO** their ideal client is and **WHY** they someone should choose, follow and refer others to them.



EAST: Motivate your leaders to confidently and **EFFECTIVELY** take action, stepping up as the credible leader with a reputation for how they uniquely **EXECUTE** their **EXPERTISE**.



SOUTH: Help your leaders value themselves and **SELL** the value of their services/products using Neurobranding **SCIENCE** to resonate and engage quicker, easily converting \$\$\$ and developing more leaders.



NORTH: Energise your leaders to **NATURALLY** and consistently cut through the **NOISE** of an overcrowded world with purpose and direction, getting **NOTICED** with marketing that matters and purpose and direct to keep leading.

FIND YOUR BRAND TRUE NORTH - the fastest way for leaders to get back on track and discover the power of their personal brand so they can align their core values with the business purpose and get the clarity they need to attract, connect and create massive impact and opportunity.

NOW IT'S UP TO YOU...

Self-leadership is an ongoing process that requires constant practice and refinement, and business leaders should commit to continuously developing their self-leadership skills to improve their performance in the industry.

The first step is to define the leaders reason and purpose for wanting to be self driven. The reason why they want to inspire, motivate, energise and lead others.

Understanding what makes them unique and packaging together every aspect that encompasses their personal brand will help all leaders to get clear on the pathway ahead.

Lauren Clemett engaging and interactive keynote presentations following the principles outlined in her best-selling guidebook, "Finding Your Brand True North" can help your teams to navigate their way forward.

Contact her to check her availability for your next leadership event, sales team training or conference.

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