



# CHECKLIST

## To build impact, start with yourself!

### **Strop trying to be someone else, Leaders leverage their story and personality to lead**

To double-down on yourself and find your purpose, ask yourself the following questions:

#### **1. What do I like to do? Why do I like doing those things? What does it bring me?**

*Describe here your passions, hobbies, sports, and inclinations. Explain why you like them.*

#### **2. Where do I want to go in life? What do I want to do? What are my dream projects?**

*How are those activities and projects aligned with what you like to do?*

#### **3. What, in my past, makes me unique to realize that?**

*Describe here the qualities, quiriness, past experiences and traumas, that make you the ideal person to realize those projects.*



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### The 4 levers to Leadership

Here are 4 ways you can develop your influence and leadership in your industry:

#### **1. Your personal Story and Purpose**

Your story and purpose are the first reason why people follow you. Share them!

#### **2. Your People and Network**

Business is about people. Focus on trust and relationships, in person and online through social media. Ask how you can contribute.

#### **3. Content Creation**

The more content you produce, the more people will find you and identify with you and your story/mission.

#### **4. Value Creation**

Once you've built a following, you can start selling your services and products. Start now!