

# 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

- 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
- Advocate
- 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?

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