



Connecting the Dots

A Leadership Clarity Worksheet

Aligning Vision, Brand, Mission & Purpose

Vision – What do I see as possible?

Vision is future-focused and aspirational. It reflects what you want to be part of and the impact you want to make.

- In 5–10 years, what kind of leader do I want to be?
- What impact do I want my work to have on people or organizations?
- What future feels meaningful enough to stretch me?

Brand – How do others experience me?

Your brand is how people experience you—not what you intend, but what shows up consistently.

- What do people consistently come to me for?
- What words do others use to describe my leadership?
- Where might there be a gap between intent and impact?

Mission – How do I act in service of my vision?

Mission translates vision into daily behavior, priorities, and decisions.

- What behaviors define my leadership today?
- What do I prioritize when trade-offs are required?
- If someone reviewed my calendar, what would my mission appear to be?

Purpose – Why does this matter to me?

Purpose is internal and enduring. It fuels resilience and meaning.

- What parts of my work feel deeply meaningful?
- What energizes me even when things are hard?
- What would I still care about regardless of role or title?

Final Reflection

Where is alignment strongest right now? Where might clarity—not effort—be the next leadership move?
