

LEADERSHIP ATHLETE

slgIMPACT

**REIMAGINE
YOUR BRAND**

**LEADERSHIP
IS A SPORT**



“I AM A LEADERSHIP ATHLETE”

WELCOME TO THE HOME OF
LEADERSHIP ATHLETES

- Everyday I Choose to Step into the Shoes of a Leadership Athlete -

It's my mindset - my practice, my way of operating and showing up every day –
for my self, others, the companies I touch, and the greater good.

I lead by example, authentically and with intention.

I am in training to better myself every day so I can maximize my contribution and impact.

I compete mostly with myself to improve, and I collaborate with others to progress and excel.

I stay true to my authentic self, values, and purpose.

I keep putting myself out there, shooting my shot, trying new things, learning, growing, evolving.

- Leadership is a Sport. It's Gametime. Let's Go -



ASSESS YOUR BRAND AND CLAIM IT

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LEADERSHIP ATHLETES

ASK YOURSELF THESE QUESTIONS AND ANSWER YOURSELF HONESTLY:

1. Values – What matters to you and why?
2. Mission – What contributions and impact are you focused on making?
3. All-Star – When are you at your best? What are you committed to improving?
4. Authenticity – Who are you at your core?
5. Audience – Who are your audiences?
6. Goals – What do you want to achieve and when?
7. Key Messages – How are you talking yourself to yourself and others?

WRITE A STATEMENT ABOUT YOUR BRAND - Convey who you are as a Leadership Athlete in The Sport of Leadership. This is your journey of becoming who you are meant to be.

FOCUS. PRACTICE. REFINE. PRACTICE. REDUCE FRICTION. PRACTICE. LEARN. GROW. EVOLVE.



- MEET SHAUNA GRIFFITHS - FOUNDER OF LEADERSHIP ATHLETE

WELCOME TO THE HOME OF
LEADERSHIP ATHLETES

- A two-sport Division I athlete turned executive and entrepreneur
- A strategic, game changing leader who passionately creates transformative experiences that engage and evolve individuals and organizations towards optimal performance.
 - Advising | Business Teams and People 1:1
 - Consulting | Revenue Growth, Marketing, Alliances, Investment
 - Speaking, Moderating, Facilitating
- Community Builder | Leadership Athlete Huddles IRL & Virtual
- Podcast Host | “GAMETIME. Conversations with Impactful Leaders”
 - [Apple](#); [Spotify](#); [YouTube](#)
- [LinkedIn](#); [Instagram](#)
- [Shop Leadership Athlete Gear](#) on [slgimpact.com](#)
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