

# **Becoming a Successful Senior Leader**

**Discovering and Developing Your  
Unique Leadership Voice**

# Who is This Writer?

Do you like green eggs and ham?  
I do not like them Sam-I-Am.  
I do not like green eggs and ham.  
Would you eat them in a box?  
Would you eat them with a fox?

**Dr. Suess**  
*Green Eggs and Ham*

All work and no play makes Jack a  
dull boy.

All work and no play makes Jack a  
dull boy.

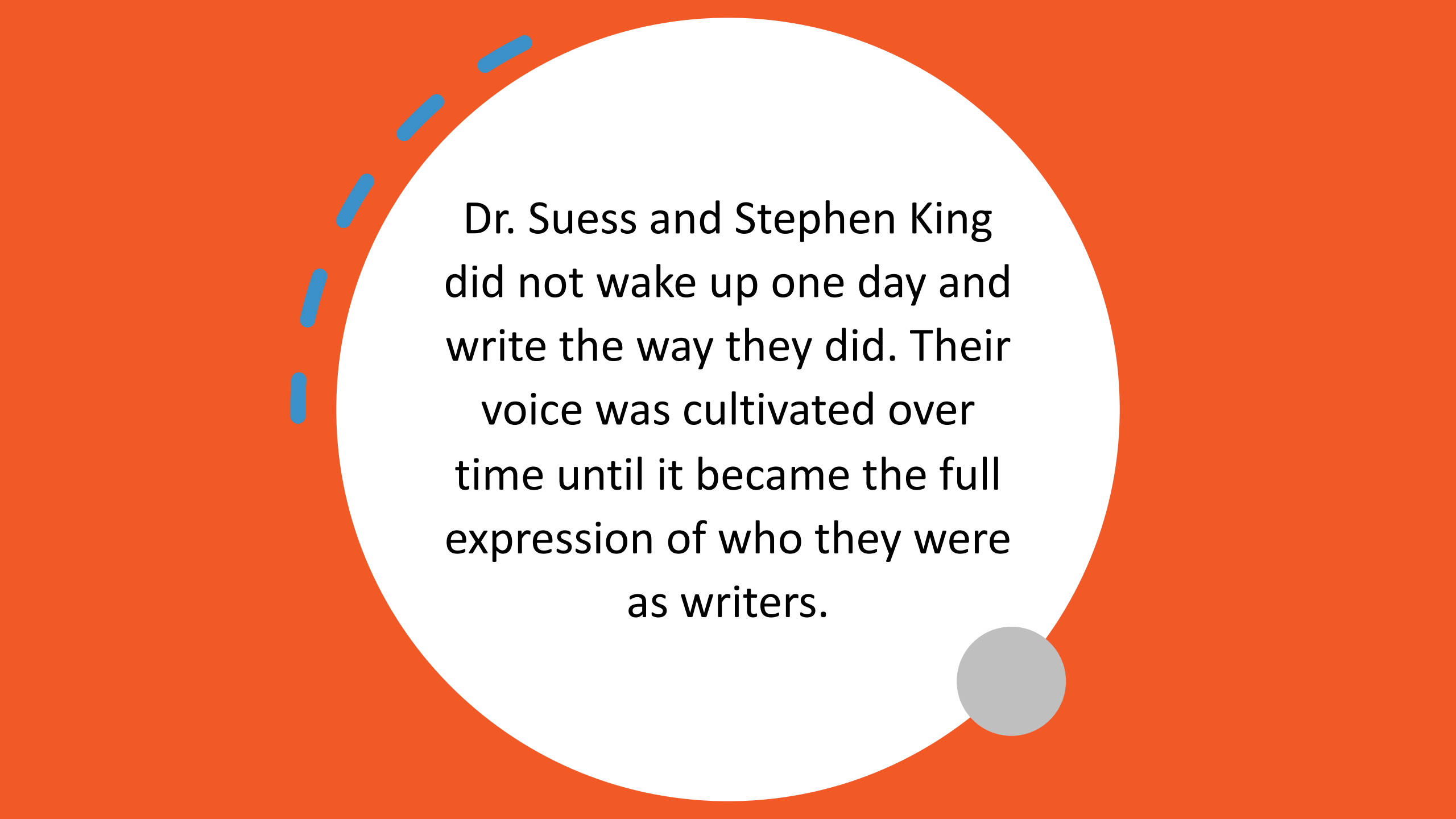
All work and no play makes Jack a  
dull boy.

**Stephen King**  
*The Shining*



## **Voice in Literature**

Writing voice is the way an author's emotions, personality, and point of view comes through on the page through the artful use of words, structure, tone, pacing, and punctuation.



Dr. Suess and Stephen King did not wake up one day and write the way they did. Their voice was cultivated over time until it became the full expression of who they were as writers.



# Voice in Leadership

## The unique combination of:

- Your personality
- Your gifts and talents
- Your learned skills
- Your past experiences
- Your personal mentors
- Your inner motivation
- Your energy & intensity
- Your values & priorities



## Knowing Your Voice

- Allows you to speak with authenticity and authority
- Enables you to stand out from the crowd and be heard
- Deepens the followership of your people
- Positions you for the right kind of promotion

# Discovering Your Leadership Voice

Reflect on a time in your leadership journey that was **professionally rewarding** and **personally satisfying**. Answer these questions:

- How did you get things done during this time?
- How did you build relationships with others?
- How did you motivate your team?
- How did you solve problems that arose?

Make a list of **words or phrases** that describe your leadership at its very best. Form these statements into a **summary sentence** (or two).

# Deepening Your Leadership Voice

Reflect on the **values** you believe in most deeply. How does your voice **express your values** to others in an authentic way? Answer these questions:

- What are three or four words or phrases that summarize these deeply held values?
- How do you personally define these words/phrases?
- How do these core values act *no matter what*?

Return to the **summary sentence(s)** you created on your unique leadership voice. **Weave these thoughts** about your values into this statement.



# Losing Your Leadership Voice

Reflect on a time in your leadership journey when you were *not* your best **professionally** and disengaged **personally**. Answer these questions:

- What distracted you from using your voice?
- What silenced your leadership voice completely?
- What caused your voice to become shrill?
- What happened as a result of losing your voice?

Being true to your leadership voice **under pressure** is essential to succeeding with it. What **strategies** can you employ to do this better?



# About Bill Zipp

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Bill Zipp equips sales leaders to achieve long-term success with a people-centered approach to performance.

With over 20 years of experience in sales leadership and consulting, he helps heads of sales and their frontline leaders deliver year over year double-digit growth to the companies they serve. Bill's clients include Nintex, SAP Concur, PrimePay, SOVOS, and Businessolver.

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