

A portrait of Rowdy McLean, a middle-aged man with short, graying hair, smiling warmly. He is wearing a dark blue blazer over a light gray t-shirt. The background is a blurred indoor setting with warm lighting.

**LEADERS
IDENTITY
TEMPLATE**

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2019 Keynote Speaker of the Year

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International Best Selling Author

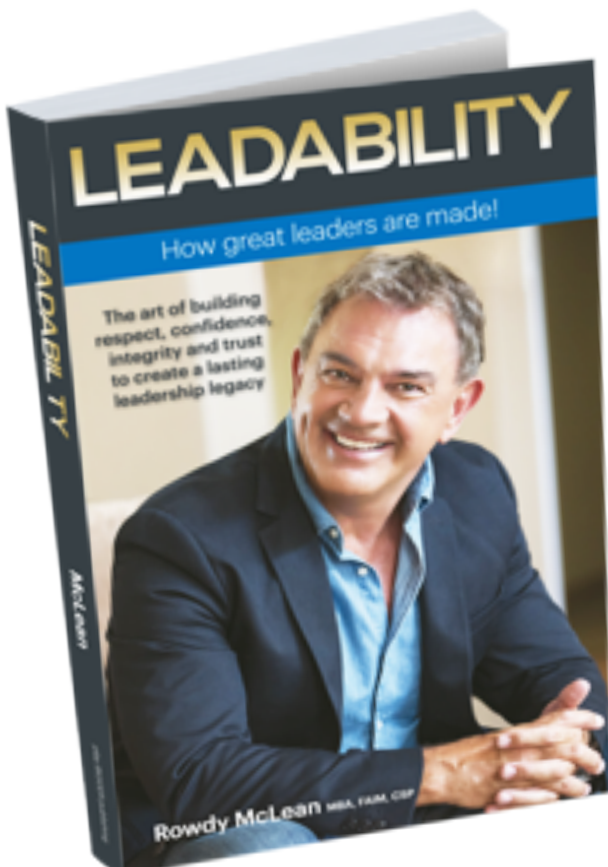
Leadability Identity Template

“If you don’t know who you are, how can anyone else possibly understand you.”

Instead of stumbling along your leadability journey, sorting out your leadership style and approach along the way, why not speed up the process by sitting down to map the combination of your core beliefs and your aspirations. It doesn’t take long, but it will help you get clear on who you are and what you want to achieve, so no one is left guessing — especially, and most importantly, you.

You should complete this exercise on a quarterly basis to see what, if anything, has changed.

Note: Start at the bottom and work your way to the top. The whole process and my examples are discussed in my the Leadability book.



IF YOU WANT TO LEARN MORE ABOUT
BECOMING AN EXTRAORDINARY
LEADER YOU CAN PURCHASE A COPY of
LEADABILITY
HERE

www.rowdymclean.com/leadabilitybook

2. Personal Identity

Element	Your Personal Preference
DELIVERY - How do you present all of this to the world?	
MASTERY - Whats the big thing you stand for, day in, day out?	
PURPOSE - What do you see as your ultimate reason for existing?	
PRINCIPLES - What principles do you live by?	
BELIEFS - What core beliefs guide you?	
VALUES - What values will guide you?	
VISION - What vision are you chasing?	



DEVELOPMENT and DESIGN

The following program descriptions are the core program structure based on time available. Every program however is custom designed to meet the unique leadership development demands of the organisation. Leadership in the modern era is not a one size fits all scenario. We design programs that enhance the culture, structure and processes to cultivate the outstanding leaders of the future.



INTENSIVE LEADERSHIP- one or two day program

Designed to provide modern leaders with the tools to embrace the challenges of a rapidly evolving business environment. this program brings leaders up to to speed quickly so they can deal with the day to day leadership demands.



ELEVATE LEADERSHIP - 5 week program

The elevate leadership program takes leaders on a deep dive into the required skills and application of those skills in the modern business environment where ambiguity and uncertainty effect strategy, performance and results.



LEADERSHIP IMMERSION - 5 month program

The ultimate leadership program that pays for itself. This program combines leadership development with organisational improvement. Each participant is required to develop initiatives that improve organisational performance or create organisational efficiencies as part of their applied leadership development. A dynamic and robust framework for developing talent, building teams and networks and



ACCELERATE - Rowdy's private 12 month mentoring program

Focussing on the pursuit of leadership excellence, this personal program is a a one on one leader development program where Rowdy works closely with leaders to enhance performance and results. Identifying the gaps in a leaders career portfolio and building capability and competencies to fill those gaps. Driving growth and potential to build an inspirational leadership legacy that endures and is the inspiration for others.



“It was like Rowdy had been working with out team for years, yet he had only been in the room a few minutes. I have never seen someone connect with and understand an audience so quickly” - *Tony O'Connell, GM-Volvo*



"Rowdy is engaging, true to life and relevant for all businesses today. If you want to be relevant in the future, you need Rowdy on your team"
Learning & Development Manager, Gloria Jeans



"Highly engaging, interactive, fun and informative...for anyone owning a business, working as a Leader or managing a team this session is essential."
Executive Manager, Qantas



Rowdy set the scene for our most successful conference ever! He had the audience enthralled, engaged and on the edge of their seat for the entire 2 hours! Our participants constantly referred to Rowdy's key messages throughout the 4 days.
Adam Davids, Director Learning Development, Career Trackers

“I have worked with Rowdy on leadership programs for my team and a cultural program across the business. His down to earth style, practical strategies and ability to see what is really happening with the teams has made a massive difference in our team and business results. If you want to get real with your team and drive performance to a higher level I'd highly recommend Rowdy!” *Anthony Day, CEO, Suncorp Insurance*

“Playing a bigger game with Rowdy was amazing. The program was interactive, professional and inspirational. Our sales team is refocused and ready to be awesome. We will definitely do it again” - *Lisa Ariansen, Head of Sales Australasia, Hoyts Corp*