

The L.E.A.D Analysis

Have you spent time reflecting on your leadership? Who do you want to be as a leader in 2022? If you aren't sure where to begin, I invite you to conduct a L.E.A.D analysis.

What is a L.E.A.D Analysis Anyway?

You may have heard of "lead analysis" as a tool used in the marketing industry. This is something different. A L.E.A.D analysis is a reflection exercise I created to help me evaluate my past leadership actions and identify actions in the future I want to try to strengthen my approach. I found it helpful, so I want to share it with you!

L.E.A.D is an acronym that stands for:

- Leadership
- Encouragement
- Accomplishment
- Discovery

The focus of this exercise is to assess your behavior as a leader and reflect on how you've shown up in your leadership in the current year. Using the rule of three, you'll explore ways in which you've led and encouraged yourself and others, accomplished your goals and discovered more about yourself, someone else or a situation. You can also use the L.E.A.D analysis exercise to set new leadership goals in the coming year.

How to Conduct a L.E.A.D Analysis

Here's how you do it. Find a comfy spot in your home or office where you will not be disturbed. Grab a pen and a notebook or journal. Reflecting on each question or prompt, write your answers to the following:

L= Leadership

What are 3 ways you've demonstrated leadership this year?

What are 3 ways you want to demonstrate leadership in the new year?

E=Encouragement

What 3 things have kept you encouraged during difficult times this year?

What 3 things will help you stay encouraged in the new year?

A= Accomplishment

List 3 accomplishments that you've made this year you are proud of.

List 3 things you want to accomplish in the new year.

D= Discovery

Name 3 discoveries you've made this year (about yourself, someone else or a situation).

Name 3 things you want to discover more about in the new year.

Taking time to reflect on your personal development journey is one the best gifts you can give yourself each year. We know that writing down our goals makes them 90% more likely that we'll work towards achieving them.

So don't it delay any longer, start working on your future today!