

**OGOLEAD**  
WITH DAVID NOVAK

BE YOUR  
  
**BEST SELF**

*“ YOU WERE  
BORN AN  
ORIGINAL.  
DON'T DIE A  
COPY. ”*

-JOHN L. MASON,  
AUTHOR

UNIQUE

## **THE BEST LEADERS ARE THE ONES WHO UNDERSTAND THAT THEY ARE LIKE NO ONE ELSE.**

They recognize they have a unique set of strengths and weaknesses and are always going to be a work in progress. Warren Buffett once said to me that he looks for leaders who are working on their painting, never finished but always striving to complete their masterpiece.

In order to be yourself, you have to know yourself. The self-reflection questions on the next page can help you know yourself. Think about how those you lead would characterize you. Don't be afraid to solicit feedback from the people you work with most.

CHARACTER

WEAKNESSES

# SELF-REFLECTION EXERCISE

Assess yourself on the following items related to **Be Yourself:**

Personal Opportunity ←————→ Personal Strength

**I NEVER PRETEND TO BE SOMETHING I'M NOT**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

**I AM AWARE OF MY STRENGTHS AND WEAKNESSES AS A LEADER**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

**I MAKE MY VALUES AND PRINCIPLES CLEAR TO THOSE AROUND ME**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

**OTHERS VIEW MY BEHAVIOR AS PREDICTABLE, RELIABLE AND CONSISTENT**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

**I AM CONTINUALLY WORKING ON BEING THE MOST EFFECTIVE LEADER I CAN BE**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------



# TIPS FOR BEING YOURSELF



## HAVE CONVICTION

Being yourself is the only way to be. Acknowledge that it's key to building trust and credibility with others.

---

## KNOW YOUR STUFF

There is no substitute for time and experience. Building your know-how will give you confidence.

---

## BUILD SELF-AWARENESS

Constantly solicit feedback so you know how you're impacting others.

---

## BE OPEN AND HONEST ABOUT WHAT YOU DON'T KNOW

It builds trust and gives people a chance to contribute their own knowledge.

# SELF-REFLECTION QUESTIONS



Based on your Self Assessment and what you learned from the tips, answer the following questions:

**WHAT ARE YOU DOING WELL?**

---

**WHAT IS ONE THING YOU COULD DO  
EVEN BETTER?**

---

**WHAT CAN YOU DO STARTING  
TOMORROW TO STAY ON THE JOURNEY  
OF BECOMING YOUR BEST SELF?**

# ACTION PLAN



## WHAT AM I GOING TO DO?

By When?

Date Completed

By When?

Date Completed

By When?

Date Completed

By When?

Date Completed

Other Notes:

# OGOLEAD

WITH DAVID NOVAK

[oGoLead.com](http://oGoLead.com)

