



2026 PPIA Future Leaders Expo

YOUR BRAND SPEAKS BEFORE YOU DO

Leadership Lab Workbook

Presented by
Monochrome Image Consulting



Welcome to the Leadership Lab!

Leadership is not developed simply by collecting information—it is developed through observation, reflection, feedback, practice, and intentional action.

Today's session is designed as a Leadership Lab. That means you'll spend less time listening and more time:

- reflecting
- discussing
- coaching
- practicing
- applying what you learn

Our goal isn't perfection. Our goal is **intentional leadership**.

Learning Objectives

By the end of today's Leadership Lab, you will be able to:

- Understand what personal brand really is
- Recognize how first impressions are formed
- Identify the messages you currently communicate
- Define the professional reputation you want to build
- Commit to one intentional action you can begin practicing today

Reflection

Before We Begin: Take one minute. Without overthinking finish the following sentence:

When people meet me for the first time, I hope they experience me as...



What qualities do I hope people remember after interacting with me?

Notes



The First Impression Cycle

(Insert your diagram here)

Presence > Perception > Credibility > Opportunity

Reflection

Which stage of the cycle do I have the greatest influence over and why?

What is one insight from today's discussion that challenged my thinking?

Notes



Leadership Reflection: Brand Mirror

Before receiving feedback, complete the sentence.

The professional brand I hope people experience is...

What three words describe the leader I aspire to become?

1. _____

2. _____

3. _____

Peer Reflection

After your table provides feedback. **Three words my peers used**

1. _____

2. _____

3. _____



Reflection

What surprised me?

Where did my intention and others' experience align?

What is one adjustment that could strengthen my professional presence?

Notes



Leadership Challenge: Brand in Action

Scenario

Our Discussion

What professional impression should this person intentionally create?

What behavior would reinforce that impression?

What common mistake could unintentionally undermine that impression?

My Biggest Takeaway



Notes



One Small Change

Leadership isn't built through one defining moment. It's built through small, consistent choices.

My Commitment

The one behavior I will intentionally practice throughout the remainder of the Summer Institute is

Why did I choose this commitment?

Where will I practice this first?

- ☐ Networking Event
- ☐ Classroom
- ☐ Internship
- ☐ Graduate School Interview
- ☐ Professional Meeting
- ☐ Everyday Conversations
- ☐ Other

Looking Ahead

Complete these statements.



One thing I want people to consistently experience when they interact with me is...

One leadership behavior I want to become known for is...

One conversation I will approach differently after today is...

Final Reflection

- **Your brand exists before you speak.**
- People begin forming impressions immediately.
- Your credibility is built through consistency.
- Opportunity follows credibility.
- Leadership begins long before you receive a title.
- It begins with the choices you make every time you enter a room.

Six Months From Now...

When I look back on this Leadership Lab, I hope I can say...



Thank You

Thank you for your engagement in today's Leadership Lab.

We hope you leave with greater awareness, greater intentionality, and greater confidence in the leader you are becoming.

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