



Building an Authentic Leadership Image (J-B CCL (Center for Creative Leadership))

Corey Criswell, David P. Campbell

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Your image can be either an asset or a liability for you as a leader. Image building is neither superficial nor unimportant. It's not about creating a false image, but recognizing genuine aspects of yourself that should be coming across to other people-but aren't. Crafting your image requires you to gain a clear picture of the image people are currently perceiving, decide what image you would like to portray, and develop the skills to close the gap.

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