

Interview Topic:

***Would YOU Want to Work for YOU?
How to Build an Executive Leadership Brand that Inspires Loyalty
and Drives Employee Performance***

1. Why is it important for leaders to become someone others want to work for?
2. Is being a leader that others want to work for all about being popular and being liked?
3. What is an “executive leadership brand” and why is it important?
4. You use ratios as a way of helping leaders assess how they spend their time. Explain these ratios and how they help leaders become more successful.
5. Why is it important for leaders to ask questions more than tell their direct reports what to do?
6. What is the most overlooked leadership skill that you mention in the book, and why is it vital to success?
7. The book outlines different delegation styles. Can you talk about these and how they help leaders become better delegators?
8. How can leaders find out what truly motivates their direct reports?

Brenda S. Bence is an internationally-recognized branding expert, Certified Executive Coach, Certified Speaking Professional, and the author of several award-winning books, including the *How YOU™ Are Like Shampoo* personal branding series and *Smarter Branding Without Breaking the Bank*.

In her latest book, *Would YOU Want to Work for YOU™? How to build an executive leadership brand that inspires loyalty and drives employee performance*, Brenda brings her many years of transformational coaching successes, insights, examples, and real-world stories to the rewarding task of helping leaders reach their full potential.

After earning her MBA from Harvard, Brenda spent the bulk of her career as an executive in Fortune 100 multinationals, building brands across dozens of countries spanning four continents. Now, as President of her own company, Brand Development Associates International, she travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development. Visit www.BrendaBence.com.

