





**C - Communication**

**A - Authenticity**

**K - Knowledge**

**E - Empathy**

Use these recipe pads, reflect on your leadership ingredients and consider if you have the essential ingredients first. Then review your approach to personal development or “your filling” as we refer to it in *Leadership Cake*. Once you are clear, think about your brand or “the icing on your cake”. Take some time to understand what you should add in your recipe and what you need to leave out to make your *Leadership Cake* more appealing. If you find you are missing some ingredients, add these to your shopping list... shop... then bake your *Leadership Cake*





## *Recipe Pad*

### *"C" Communication*

*Add in....*

*Leave out....*





*Recipe Pad*  
*"A" Authenticity*

*Add in....*

*Leave out....*





*Recipe Pad*  
*"K" Knowledge*

*Add in....*

*Leave out....*





*Recipe Pad*  
*"E" Empathy*

*Add in....*

*Leave out....*





*Recipe Pad*  
*Your Filling*

*Add in....*

*Leave out....*





## Your Brand “Icing your cake”

What does your brand say about you?

Does it reflect who you are and what you are about?

What do you want people to remember about your leadership and your *Leadership Cake*?

Icing or topping Ingredients	Watch list – Things to avoid?
1).....	
Represents.....	
.....	
2).....	
Represents.....	
.....	
3).....	
Represents.....	
.....	
4).....	
Represents.....	
.....	





# SHOPPING LIST

A large, empty, vertically-oriented oval shape that serves as a template for writing a shopping list. It is defined by a thin black line and occupies most of the page's vertical space.



## ***About the Author***

### **Steve Rush**



Steve is the CEO of Improov Consulting. Steve has had a successful Executive Leadership career with several global businesses where he was personally responsible for multi-million dollar revenue and billions of dollars of funds and assets.

He became a coach and business consultant to other executives to pass on his learning, studies and leadership lessons. Steve has experienced extremes of leadership styles: he has been lead by and has lead the good, bad and indifferent types of leaders. He now coaches, trains and supports leaders from junior level to international CEOs of global organizations.

After extensive research and testing of *Leadership Cake* “live” with leaders, their feedback has inspired him to share and develop the *Leadership Cake* philosophy. Of course, the proof is in the eating



**Need more help with your  
Leadership Development or developing  
your personal recipe?**

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- *Leadership Cake* 360° One-on-One Coaching
- *Leadership Cake* Development Courses

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