



Leadership Statement Guide

The Leadership Tool
Use with CEOs and Executive Leaders



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CEO OF YOUR LIFE

Thank you for downloading this guide.

Over the past fourteen years, I have had the privilege of coaching CEOs and executive leaders around the world.



My hope is that this tool helps you pause, reflect, and lead with greater clarity, courage, and humanity.



Melissa

The higher you go, the more human leadership becomes.

CEOs and executive leaders often tell me they feel pulled in a hundred different directions.

Boards. Employees. Customers. AI. Investors. Family. Constant change.

When everything around you is changing, your Leadership Statement becomes the one thing you can keep coming back to.

Think of it as your internal compass — a simple statement that reminds you who you are at your best and how you choose to lead, especially when you're under pressure.

Your strategy will evolve. Your role may change. Your organization may transform. But who you choose to be as a leader can remain constant.

What got you here is not what will get you there.



As you grow, leadership asks more of you.

Less proving.
Less controlling.
More self-awareness.
More trust.
More courage.
More presence.

That's what this guide is about.

Leading with Heart + Strategy.

Real. Brave. Fun.

Why Your Leadership Statement Matters

Your Leadership Statement becomes your internal compass.

Once you've written yours, you can return to it every day to set the tone for how you show up — in the boardroom, in a difficult conversation, in a moment of pressure. It shapes the decisions you make and helps ensure they're aligned with the leader you're choosing to become.

A Leadership Statement works alongside your core values and your vision. Together, they keep you engaged with your best self and moving in the direction that matters most to you.



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It also keeps you grounded. Many leaders ask, "What should my strategy be?" and get lost in a hundred conflicting answers. Ask instead, **"Who do I choose to be as I lead?"** and you give yourself something solid to stand on, no matter what the day throws at you.

How Do You Create Your Leadership Statement?

Your Leadership Statement already exists within you. These questions are designed to help you uncover it.

I wrote my first version of this statement years ago, during my coaching certification. Later, in a leadership program, I was asked to revisit it — and realized the version I'd written years earlier no longer fully reflected who I had become as a leader.

I started by asking myself powerful questions: **When do I feel I am at my best? When do I feel I am leading on purpose?** I felt stuck, until a mentor asked me a much harder question: What was one of the most painful things to happen to you? That question cracked something open — and from it, I began to find the words.

Here are 16 questions to help you uncover your Leadership Statement:

- When do I feel I am at my best?
- When do I feel I am leading on purpose?
- What was one of the most painful things to happen in my life?
- When do I most feel at ease with myself?
- What do I struggle with most?
- What would I least want someone to find out about me?
- What events in my life stand out to me?
- What might my life experiences have been preparing me for?
- What did I find joy in as a child or teenager?

- Which of my strengths or interests inspires me the most?
- What makes me forget about the world around me?
- What world issues resonate with me most?
- What kind of conversations make me come alive?
- What part of my life or leadership would I miss most if I lost it?
- What would I start doing if there were no chance of failure?
- If I stay on my current path, what would my regrets be as a leader?



If none of these unlock anything yet, keep going. Talk to people who know you well and ask when they've seen you at your best.

Look back through moments that stand out. Meditate. Write freely.

Your Leadership Statement exists somewhere within your core being — keep shaking until it surfaces.

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Turning the Spark Into a Flame

Once a question sparks something real, start playing with different versions of your statement. Say it out loud. Test it on people who know you. Notice what feels true in your body, and what still feels borrowed from someone else.

My own statement went through several drafts before it became, "I am the joyful spark that lights up your heart." Every version got a little closer, a little more unmistakably me.

Yours will do the same — don't rush it.

Once you can say your Leadership Statement out loud and feel it resonate as truly yours, it's time to start bringing it forward into how you lead.

Examples of Leadership Statements

Every Leadership Statement is unique. Some leaders share similar wording, but it carries a different resonance for each person. Use these as a spark, not a script:

I am the trusted guide who helps others rise.

I am the courageous sentry that stands up for what I believe in.

I am the fearless lion that leads my truth freely and respects the truth in others.

I am the bottomless well of compassion that inspires others to lead with kindness and understanding.

I am the creative wellspring that brings joy into my work and my team.

I am the steady hand that leads with clarity when everything else is uncertain.

Your Leadership Statement does not have to be selfless. A statement that serves you first is often exactly what makes you stronger for the people you lead.

A Leadership Statement Is Not...



It is not:

- your title
- your job description
- your résumé
- your LinkedIn headline



It is:

Who you choose to be.

Living Your Leadership Statement

Writing your Leadership Statement is only the beginning. The real work — and the real transformation — comes from living it, especially when it's inconvenient to.

- How would your Leadership Statement influence the way you run meetings?
- How would it change the way you make difficult decisions?
- How would it influence the way your team experiences you?
- Where are you already living your Leadership Statement?
- Where are you out of alignment with it?
- What decision have you been avoiding because it doesn't align with who you want to be as a leader?

Sit with these honestly. Your answers will tell you exactly where to focus next.

Your Leadership Statement is not something you achieve.

It is something you practice.

Read it before important meetings.

Read it before difficult conversations.

Read it before making big decisions.

Eventually, it stops being words on a page.

It becomes who you are.



Ready to go deeper?

Writing your Leadership Statement is the first step.

*Living it consistently is where transformation happens.
Because the higher you go, the more human leadership becomes.*

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About Melissa Dawn

Melissa Dawn, MCC, is an Executive Coach, Keynote Speaker, and Executive Retreat Facilitator.

She partners with CEOs, founders, executives, and leadership teams navigating growth, change, and uncertainty.

Through her Heart + Strategy Leadership™ approach, Melissa helps leaders lead with greater clarity, courage, and humanity.