

NEUROCOACHING™ PROGRAM

Tool Builder

Shared Vision

Leader/Coach “Why” Story &
Leader Vision Statement

NEUROCOACHING™ - Leader/Coach "Why"

Please take the time to thoughtfully answer the questions below, as this will be instrumental in your ability to effectively build an impactful Leader "Why" story.

The Leader "Why" story will be a guiding tool for building deeper relationships with each team member as you coach for *purpose, impact, and performance (PIP Redefined)*.

PART 1: What Are Your Values?

Values are unique, yet universal characteristics that best describe how you see yourself and how you hope the world sees you as well. These defining traits should be foundational in how you build and lead teams, coach and communicate. By defining your values, you naturally develop deeper trust with each team member by establishing a genuine connection built upon the things that truly matter.

Using the following values below please identify 10 by marking or circling them and then reduce those to your top 5 and ranked 1 to 5.

Values, Beliefs, and Personal Characteristics

Accountability	Contentedness	Financial Security	Integrity	Respectfulness
Achievement	Control	Forgiveness	Kindness	Responsibility
Adventure	Courageousness	Freedom	Love	Self-Reliance
Affection	Creativity	Friendship	Mentoring	Self-Respect
Ambition	Dedication	Fun	Order	Servant Leadership
Authority	Dependability	Genuineness	Peace	Service To Others
Autonomy	Discipline	Happiness	Perseverance	Sincerity
Coaching	Dreamer	Health	Personal Development	Stability
Collaboration	Empathy	Honesty	Positivity	Success
Comfortable Life	Encouragement	Hope	Power	Taking Risks
Companionship	Equality	Hard work	Preparedness	Teamwork
Compassion	Excitement	Imagination	Pride	Trustworthy
Competence	Faith	Improving Society	Problem Solving	Winning
Competition	Fame	Independence	Recognition	Wisdom
Conservation	Family	Innovation	Reliability	
				OTHER?

Value 1: _____

Value 2: _____

Value 3: _____

Value 4: _____

Value 5: _____

PART 2: Who Has Helped You Along Your Journey?

Think of a leader/coach who has helped you during the specific key stages of your journey to date. On the first line, write down the person you believe most impacted you during that stage. Then in the open block, write down 2-3 characteristics of each person and why they were so influential to you.

Impact Stage 1 Sage (ages 0-18): _____

Characteristics & Why:

Impact Stage 2 Sage (ages 19-25): _____

Characteristics & Why:

Impact Stage 3 Sage (ages 26-40+): _____

Characteristics & Why:

PART 3: How Has Their Leadership Style Shaped Yours?

Taking into account your values from Part 1 and the sage or sages that helped impact your leadership style in part 2:

Write a short paragraph/story (<300 words) that represents how your sage(s) shaped your leadership approach, why that matters to the way you lead today and how that will positively impact those you lead.

My Leader “Why” Story

PART 4: Create Your Leader/Coach Vision Statement

Based on your leader “why” story, draft a brief statement that summarizes the impact you desire to make with each of your team members.