

Supporting YOUR WUI Leadership Journey

WUI Transformational Shift Statement
Guidelines

WUI Transformational Shift Statement

Having a WUI Transformational Shift Statement (TSS) is foundational in supporting YOUR LEAD journey experience. YOUR unique TSS reflects how YOU will leverage YOUR strengths and stretch into demonstrating other leadership capabilities. Having this statement provides a strategic and intentional leadership vision about YOU that is recognized and generates positive business results.

What Is and Is Not a WUI Leadership Transformational Shift Statement?

IS	IS NOT
Inspirational and aspirational	About having a perfect statement
Unique to YOU - introspective	Highlighting what you are already demonstrating
YOUR Strategic Leadership Vision	A writing exercise. (Well written, but uninspiring)
Future focused	Focused on a specific job title or role
A commitment during the program	Corporate speak or jargon
What YOU have control over	A paragraph
A leadership stretch	Generic statement
Dynamic and can be modified	An elevator pitch
Your “north star” – the key focus for your LEAD journey, and as such your Roadmap	Exhausting. (It should be daunting and definitely aspirational, but NOT boring!)
A concise statement	

How do I get started with my draft statement?

Start drafting your statement from a mindset of **leadership growth**. Be mindful of the IS/ IS NOT listed above. From a leadership perspective, identify 2-3 of YOUR essential strengths (skills, behaviors, attitude, etc.) that YOU can scale. Identify at least one area of development (skill, behavior, attitude) that could be hindering or limiting YOUR leadership impact. Then, consider YOUR responses to the following questions:

- At this point in YOUR career, why is it important for YOUR unique leadership capabilities to be known?
- How do YOU want others to experience YOU as a leader?
- How do you want YOUR unique leadership impact others and business, why does it matter?
- If YOU were featured on the front page of the Wall Street Journal, how would YOUR transformational statement read? (Is it unique to YOU or generic?)
- Write YOUR draft statement as if it’s already happened or is happening. For example, I am a leader who.....
- Your statement should reflect your desired transformational (not just “safe”) growth as a leader. Do not limit yourself. There is no right or wrong statement, just YOUR statement.

Now, go for it! Write down a couple of draft statements. During our session, we will learn more. See YOU soon.