
CREATING YOU

Step One of Brave New Leader®

Who are you, when you stop performing and start being?

This isn't a branding exercise. It's an identity excavation.

Today you've been working with the 7Cs. You've named your values, your behaviours, your next brave step. Now comes the deeper question: who is the person doing all of that?

This is Step One of Brave New Leader. Not the polished version of you. Not the CV version. The actual you, the one with the quirks and the stories and the things that make people say: "That is SO them."

That's the leader the AI era needs. Not a better-performing version of someone else.

You – fully expressed.

How to use this

Take it home. Make a cup of tea. Do it when you're on your own and nobody's watching. Answer honestly, not strategically. Don't filter for what's comfortable to share. You can decide what to do with the answers later.

No second-guessing. No performing. Just you, being honest with yourself about who you actually are.

I've added some of my own answers in italics throughout, not to show you how it's done, but to show you it's safe to go there.

Part One

Who You Actually Are

1. What did you get praised or noticed for as a child? Was there something people always asked you to do or be?

2. What did you get into trouble for? How were you disruptive? Looking back now, was that disruption actually a strength?

3. What parts of you feel completely unrelated to your work, but are fundamentally who you are? Name three to five things that seem disconnected from your career but could help others connect with you.

Carol: My love of dancing, reading and the arts, volunteering, and Bobby – my miniature schnauzer.

4. What do you do better than anyone else you know? Don't be modest. What comes naturally to you that others find genuinely difficult?

Carol: I can say words backwards as quickly as forwards, I use it as an icebreaker and sometimes in workshop openers. Dancing, always at events, to my favourite band The Jam. Being genuinely approachable and present with everyone I meet, whether they're a CEO or a front-line worker.

5. How could you weave that into the way you show up in your work, your content, your conversations?

6. What makes you genuinely memorable, something nobody else can claim?

Carol: Ginger, punk-inspired maverick thinker, coach and mentor who loves to dance and has led organisations in sectors she knew nothing about. That's not a liability.

7. What are your interests, your obsessions, your causes? What are you known for amongst the people who actually know you?

8. What are you into – music, culture, sport, art, food, places? The things that genuinely light you up, not the ones that sound good on paper.

9. What's distinctive about your background, where you grew up, how you were raised, the jobs you've done, the places you've lived, the path that led you here?

10. What do you love that you'd be slightly embarrassed to admit? The guilty pleasures. The things you worry might make people raise an eyebrow.

You won't necessarily share any of this with the world.

Don't answer through the lens of what feels safe to share publicly. Answer truthfully. You can decide what to do with it later. The honesty is what makes it useful.

Part Two

Bringing It Into How You Lead

Now bring it back. Take everything you've just uncovered and think about how the real you, the full, unfiltered, quirky, brilliant version could show up in your leadership. Not performed. Not polished. Present.

Carol: When I talk about leadership, thinking differently, and why it's worth being a maverick, I'm not delivering a lecture. I'm sharing something I've lived. That's what makes it land. People leave wanting to try it themselves. That's the only measure that matters.

If this feels a little uncomfortable – good. We rarely do this kind of honest inner work. That's exactly why it's powerful. And it's why, when you do it, you'll stand apart from the people still hiding behind their job title.

11. Showing up 100% as myself (online, in rooms, in conversations) would mean I...

Carol: I'm Carol Glover. Maverick Maker®. For 40 years I've led technical organisations without being the technical expert. Never rode a motorbike, ran the TT Races; not a mechanic, turned around Halfords. Now I walk alongside leaders developing the courage to do the same, especially when AI is in the room and they're quietly wondering if they're still the most valuable person there.

12. When I'm selling or persuading from a place of complete authenticity, I...

Carol: Feel entirely comfortable about what I have to offer. I can demonstrate the value I bring clearly and honestly, and I'm confident in my ability to serve the person in front of me.

13. I'm most looking forward to being fully myself because...

Carol: That's when I'm at my best. Full stop.

14. What I find hardest about showing up as 100% me is...

Carol: Having an off day. Those exist. And I've learned to be honest about them rather than perform through them.

15. And since pretending to be someone else is far more exhausting than just being me, I'm going to choose me from now on because...

Carol: It's my natural state. It's where I have the most fun. And it's where I do my best work.

Your Creating YOU Sentence

With everything you've just uncovered, try writing one sentence or a short paragraph that captures the real you. Not a job title. Not a LinkedIn summary. The person behind the role.

Don't overthink it. Write the version that makes you smile.

Carol: I'm Carol Glover. Maverick Maker®. Punk-inspired, Isle of Man-based, generalist leader who spent 40 years proving you don't need to be the expert in the room to lead it brilliantly. I work with leaders who know they're capable of more and I walk alongside them until they know it too.

BRAVE NEW YOU was the foundation
BRAVE NEW LEADER® is what happens next

Same philosophy. Same architecture. The same you, now leading others through exactly what you've just been through yourself.