

OWN YOUR IMPRINT

Participant Workbook

Build your business brand from the inside out.

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Name: _____

Date: _____

HOW TO USE THIS WORKBOOK

This workbook is yours. It is designed to capture your thinking, record your commitments, and give you a reference guide you can return to long after today's session. There are no right or wrong answers — only honest ones.

Work through each section as we move through the deck. The reflection prompts are the same ones that came up live in the session — including some of the real insights your fellow participants shared.



Visit Leigh's [Personal Brand Website](#) to Learn More About Working With Leigh Mitchell



Biggest takeaway from the workshop?

The Universe has a larger imagination than you." Use this as a writing prompt...



01 | SELF-LEADERSHIP: YOUR FOUNDER DNA

As an entrepreneur and or leader, you are not just running a business. You are the brand. Self-leadership is the practice of understanding who you are, identifying what you want to build, and intentionally guiding yourself toward it.



You can't scale past your ceiling of belief.

Your Founder DNA — 5 Pillars

- Character Strengths — the values and qualities that define how you lead and show up
- Abilities & Talents — the skills and gifts you bring to your work and your clients
- Deepest Interests — the topics, causes, and questions you can't help but care about
- Optimal Environment — the conditions under which you do your best thinking and building
- Psychological Capital — your resilience, optimism, hope, and grit



Which of these 5 pillars feels most certain for you right now? Which is your growing edge?



What would change in your business or leadership if you truly led from your Founder DNA every day?

02 | THE CHANGE FRAMEWORK

Every entrepreneur or leader who wants to grow eventually hits the same wall: the outer work outpaces the inner work.

The CHANGE Framework is the map for the inner journey that makes outer growth sustainable.

C Change

You cannot scale your business or career past your current ceiling of belief. The shift starts with you.

H Honesty

Look at your business or career with clear eyes. Where are the gaps? What story are you telling yourself that might not be serving you?

A Alignment

Every pivot, every new offer, every rebrand — does it actually match your values? Misaligned businesses are exhausting to run.

N Navigate

Building a business is not linear. Your job is not to avoid turbulence. Navigate it, one decision at a time.

G Grow

Disruption is proof that you are in motion. Discomfort is not a sign that something is wrong. **It is friction that creates traction.**

E Enoughness

You are already enough to run this business or lead. You do not need more credentials, more followers, or a better website to claim your expertise. This doesn't mean you need to do this alone. You can rely on your network, advisors, mentors and experts to help you navigate, but don't stop moving forward because you think you aren't good enough.

“

Enoughness hit me hard. That is key. I've never heard it said as succinctly as this.
— Session participant



Growth is optional. Change is inevitable. — Anne Bloom



Which letter of **CHANGE** is most alive for you right now — and why?



Where are you being dishonest with yourself about something in your business or career?
Write the courageous truth.



What would it mean for your business or career to truly operate from Enoughness?

03 | THE LEADER FRAMEWORK

As a leader, every time you show up on a screen, in a pitch, in a piece of content, in a client conversation, you are your brand. The LEADER Framework is how you do that with intention.

L Listen

Not just to your clients, but to your market as well. The founders who build the most resonant offers are the ones who listen first and create second.

E Evolve

Your business model in year one should not look identical to that in year five. Permission to grow, pivot, and surprise yourself.

A Authentic

Build your business in your own voice, in your own style. The only differentiator is you.

D Dare

Raise the price. Post the opinion. Say the thing no one else is saying. The most magnetic brands are built on courageous specificity. Daring is also saying no to — or firing — a misaligned client.

E Emotions

People buy from people they trust. Trust is built through genuine emotional connection — not polished copy, but real human contact. Share images of yourself. People don't buy into or connect with a logo or a brand; they connect with the leader who shows up and serves as the ambassador of their company. Share you.

R Reflect

Build regular reflection into your business rhythm. Ask yourself: Is the imprint I'm leaving the one I intended to leave?



Think of someone in business who inspires you. Which LEADER quality is most visible in them?



Where are you holding back from **Daring**? What is the bold move your business is waiting for you to make?



When did you last build **Reflect** time into your week? What ritual would make this a non-negotiable?

04 | THE 8 C'S FOR YOUR BUSINESS BRAND

Your brand is not your colour palette or your Instagram aesthetic. It is the eight qualities you bring into every call, every conversation, every piece of content you create.

	Quality	What this looks like in your business	Score 1–5	Priority (circle)
C 1	Calmness	You ground yourself before you market, pitch, or post. Content created from groundedness sounds like leadership.	—	Y / N
C 2	Confidence	You own your expertise. You earned what you know. You charge accordingly.	—	Y / N
C 3	Clarity	You can articulate what you do, who it's for, and why it matters in two sentences.	—	Y / N
C 4	Courage	Visibility is an act of courage. Invisibility has a cost, too. Every time you don't share your perspective, someone who needed it didn't hear it.	—	Y / N
C 5	Curiosity	What makes you different is almost always the thing you can't help being curious about. You lean into it.	—	Y / N
C 6	Creativity	You have found the format that feels alive. Not every founder should be on video. Find your medium.	—	Y / N
C 7	Compassion	Your clients stay, refer, and rave because they felt genuinely cared about — not just serviced.	—	Y / N
C 8	Connectedness	You invest in your network before you need it. Community is your best marketing and mental health strategy.	—	Y / N



Clarity is a big one — and I'm realizing clarity comes with all of the C's. — Helen Patterson, workshop participant

05 | EMBRACING CHANGE & MOVING LIKE THE WATER BUG

Building a business is uncomfortable. No one warned most of us about this part. The founders who build something real don't wait until they know the whole plan. They take one bite at a time.



I am in the midst of another transition now, a new identity and change often feels uncomfortable. Great analogy. — Workshop participant

The Lobster Principle

Lobsters can only grow by shedding their shells — each time more vulnerable, each time larger. Your pivot is not a failure. It is a chapter. Shedding an old offer or identity makes space for the one that actually fits who you have become.

Move Like the Water Bug

Water bugs move with tiny, deliberate shifts — adjusting to every ripple. They don't plan 10 steps ahead. They respond in real time.

1. You don't need the full plan.

2. Move moment-to-moment, trusting your instincts.

3. Pause. Sense. Adjust.



The water bug doesn't fight the surface tension. She uses it. What if the uncertainty in your business right now wasn't something to fight — but the very thing holding you up?



You wouldn't eat a lobster whole. What is the 'first bite of the lobster' you've been putting off? The one small step you know you need to take — write it here.

 What old version of yourself or your business are you still holding onto that might be slowing your next level?

 What would Pause. Sense. Adjust. look like for you this week?

 When could I take time off to work on this new version of me?

 What would I do while I was away to move forward?

06 | NATURE IS A FOUNDER'S MEDICINE

We cannot build a sustainable business from a burnt-out body. The research is clear: time in natural environments improves cognitive function, creative thinking, and leadership presence. Rest is not a reward — it is the strategy.

“

You have to give yourself permission to rest, take a vacation, and be transparent. — Anne Bloom

“

Nature is my go-to in all things. — Nicole

“

We can find so many answers out in nature, too. — Helen Patterson

Nurtures well-being

Lower stress, better sleep, stronger emotional regulation — the conditions for good decisions.

Strengthens capacity

Cardiovascular resilience, immune function, and the long-game stamina that lets you build over the years.

Restores creativity

Your best strategic ideas rarely come at your desk. They come when you step away.



When did you last truly unplug? What would make restoration a non-negotiable part of your business rhythm?

07 | RECOMMENDED RESOURCES

Title	Author(s)	Why for founders
The 15 Commitments of Conscious Leadership	Dethmer, Chapman & Klemp	Lead from self-awareness and accountability, not fear or reaction.
Atomic Habits	James Clear	The science behind one step at a time, building the daily habits your business growth requires.
How to Be Enough	Ellen Hendriksen, Ph.D.	Directly addresses the imposter syndrome and perfectionism that hold brilliant founders back.
Becoming a Resonant Leader	McKee, Boyatzis & Johnston	Emotional intelligence in practice attracts aligned clients, builds loyal communities, and leads with presence.

Bonus resources mentioned during today's session:

- Crystal Knows (personality profiling tool) — crystalknows.com
- Danielle LaPorte — daniellelaporte.com | The Desire Map and White Hot Truth

08 | YOUR COMMITMENTS — CLOSE THE LOOP

Your leadership imprint grows with every courageous step forward. Before you close this workbook, commit to three things. Write them in ink.



What am I letting go of?



Which of the 8 C's am I committing to developing over the next 90 days — and what does that look like in practice?



What is the ONE courageous business action I will take this week?



I've been contemplating another credential, so I'm glad to hear I am enough.
— Emily



The universe has a bigger imagination than you do. — Leigh Mitchell

09 | CONNECTIONS FROM TODAY'S SESSION

One of the most valuable things in this room today was the people in it. Use this page to capture connections you want to follow up with.

Name & LinkedIn	What resonated	Follow-up action

Finish this sentence:

I help [who] do [what]
so they can [outcome].

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I help [who] do [what] so they can [outcome].

Community accountability partner (find someone to check in with in 48 hours):

Name: _____ Contact: _____

Your Imprint Is Ready.

Evolve moment by moment.

Leigh Mitchell | Women in Biz Network | womeninbiznetwork.com

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