

## NOBLE LEADER EDITORIAL

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STRATEGIST**TELL US ABOUT YOURSELF AND YOUR EXPERIENCE IN A LEADERSHIP ROLE?**

I've been lucky enough to occupy a diverse range of traditional and non-traditional leadership roles including classroom facilitation, educational program development, driving and advocating for women's leadership initiatives, and leading project teams.

One of the most rewarding types of leadership activities I engage in is helping others learn to lead themselves via their personal brand. It has generated huge, eye-opening results for the broad demographic I've worked with - from marginalized women and at-risk youth to executives and entrepreneurs.

**WAS THERE A TIME THAT A LEADER DID SOMETHING “NOBLE” TO SUPPORT YOU? IF SO, WHAT WAS IT AND HOW DID IT IMPACT YOU?**

I worked with a women's program executive who embodied everything I believe a great leader to be. The client demographic we supported had heavy barriers and was very challenging to work with - yet this leader greeted everyone with a warm smile with every single interaction. It was very motivating. She was goal-oriented and strategic, and she knew exactly how to identify and call upon a variety of individuals to apply their unique talents & skills towards a cause or solution. A great listener, this noble leader was always open to new ideas and ways of doing things.





## WHAT DO YOU THINK MAKES A “NOBLE LEADER”?

I firmly believe that you cannot begin to lead others or a cause until you know how to lead yourself. I think that noble leaders are very attuned to themselves; self-leadership is rooted in self-awareness combined with self-management. The concept of “emotional intelligence” is used a lot today, and if I look back at leaders I've worked with in the past, it is easy to see that the ones who have done it well are self-aware, manage themselves well, and can identify and work with the strengths, personalities, and work styles of others.

## IF YOU COULD GIVE A LEADER A TOOL OR STRATEGY THAT’S HELPED YOU ALONG THE WAY, WHAT WOULD IT BE?

Hands down, a long-standing favourite tool my clients use is a 360 personal brand survey tool. Taking the initiative to ask for feedback on yourself is a strong and positive leadership undertaking, and this tool makes it so easy (and fun!) to get that goldmine data. Because it's anonymous, you're far more likely to get honest feedback. I love working with my clients on interpreting the data and creating a unique personal brand strategy.



## WHERE CAN READERS FIND YOU?

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