

THE L.E.A.D. FRAMEWORK

Lead yourself first. Then lead others.

A self-assessment & reflection guide for senior leaders

L Locate

E Embody

A Release

D Deploy

WELCOME

You are exceptional. And you are operating below what you're capable of.

You've done everything that was asked of you. You've been exceptional, thorough, strategic, indispensable, and you've delivered it at the highest level, for years. And still, something hasn't moved. Not a skills gap. Not a strategy gap. An **identity gap**. The gap between who you know yourself to be and who you're actually being allowed to become. This workbook is where that changes.

HOW TO USE THIS WORKBOOK

- 01** Find 30–45 minutes of uninterrupted time.
- 02** Answer every question honestly, not aspirationally.
- 03** Use the reflection boxes to write freely. No one else reads this.
- 04** Return to it quarterly. Leadership is an ongoing practice.

The Four Stages at a Glance

L

LOCATE

Radical self-honesty about where you are performing, not leading.

E

EMBODY

Presence over performance. Your state IS your strategy.

A

RELEASE

Let go of the stories and beliefs that are keeping you small.

D

DEPLOY

Take purposeful action aligned with your legacy and dharma.

LOCATE

"Where are you performing instead of leading?"

The first act of leadership is radical self-honesty. **Locate** asks you to pause and truthfully assess where in your professional life you are performing a role rather than embodying it. Performance is exhausting. Presence is sustainable. You cannot course-correct what you refuse to see.

REFLECTION QUESTIONS

Q1 In which areas of your leadership role do you feel most 'on stage' right now? Why?

Write your reflection here...

Q2 If your team could see behind the curtain, what would surprise them? What are you masking?

Write your reflection here...

Q3 What would change if you led from authenticity rather than expectation in the next 90 days?

Write your reflection here...

EMBODY

"Your nervous system is your leadership instrument."

Being strategic is not purely cognitive. It is **somatic**. How you feel in your body directly shapes the quality of your decisions, the tone of your relationships, and the culture you create. **Embodiment** asks: are you operating from a regulated, grounded state, or are you leading from stress, reactivity, and depletion?

REFLECTION QUESTIONS

Q1 On a scale of 1–10, how regulated does your nervous system feel right now, and what's driving that?

Write your reflection here...

Q2 Where in your leadership are you most reactive? What is the trigger underneath that reaction?

Write your reflection here...

Q3 What practices help you return to presence? Are you using them, or just knowing about them?

Write your reflection here...

RELEASE

"The story you're telling yourself is the ceiling."

Every leader carries invisible weight: inherited beliefs, identity-protecting narratives, and 'rules' about what leadership should look like. **Release** asks you to name and examine the stories you tell yourself, because until you do, they will silently govern every decision you make, every risk you avoid, and every opportunity you dismiss.

REFLECTION QUESTIONS

Q1 What belief about yourself as a leader are you most reluctant to examine? Why?

Write your reflection here...

Q2 Whose voice do you hear when you hold yourself back? When did that voice first appear?

Write your reflection here...

Q3 What would you attempt if you genuinely believed the story you tell yourself was optional?

Write your reflection here...

DEPLOY

"Are you building a legacy, or just doing a job?"

The final stage is where inner work becomes outer impact. **Deploy** asks whether your daily actions are expressions of your deeper purpose, your dharma, or whether you have quietly slipped into just maintaining a position. Legacy is not built at retirement. It is built in the decisions you make today.

REFLECTION QUESTIONS

Q1 If you left your role tomorrow, what would people say was your lasting contribution?

Write your reflection here...

Q2 Which of your current priorities are aligned with your purpose and which are just noise?

Write your reflection here...

Q3 What is the one bold action you have been postponing that your legacy requires you to take?

Write your reflection here...

THE FOUNDATION

Partnership is not a service. It's an identity.

True strategic partnership cannot be switched on for a meeting and off afterwards. It lives in the way you show up: the alliance you embody, the congruence between your values and your actions, and the alignment you create between yourself and the people you serve.

ALLIANCE

You are on the same side. Not advising from a distance, standing in it together.

CONGRUENCE

What you believe, what you say, and what you do are the same thing.

ALIGNMENT

Your purpose and your partner's purpose are moving in the same direction.

*"Partnership is the decision to stop performing alliance and start **being** it."*

You've done the work. Now do something with it.

Self-awareness without action is just self-indulgence. The L.E.A.D. framework is not a one-time audit. It's a living practice. The leaders who create lasting impact are the ones who return to these questions again and again, with fresh eyes and honest hearts. The gap between who you know you are and who you're actually being. That's the only gap that matters now. And it's exactly the work we do together.

MY L.E.A.D. COMMITMENT

The one thing I will stop doing:

The one thing I will start doing:

The one person I need to be in deeper alignment with:

Your Next Steps

- Notice where the insight landed hardest. That's where the work begins.
- Share one truth from this workbook with a leader who needs to hear it.
- Identify the stage you've been avoiding, and get curious about why.
- Reach out to Jacqui. One conversation could change everything.



READY TO CLOSE THE GAP?

I work with a small number of women leaders each quarter.

If this workbook stirred something in you, that feeling is data. Don't ignore it.

Call Jacqui: 0404 475 306

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