

How to be a role model (and why it matters)

We often think about the value of *having* a role model, but less about the impact of being one. Role modelling is something you can be intentional about, and it can make a real difference to your development and career.

When you're known for something, you attract people and possibilities towards you. It helps you stand out, build your brand, and create a community of people who want to spend time with you.

Ideas for action



1. Decide your role model focus

You don't need to be a role model for everything or everyone. Focus helps you be clear and consistent.

- 👉 Ask yourself: What do I already feel comfortable, consistent, and capable in?
- 👉 Think about your strengths/what you're already known for. How can you use that to help more people or be more visible?
- 👉 If you're unsure - try asking someone who knows you well at work: "what stands out to you about how I work, or the way I work
- 👉 Also consider what you don't want to be known for - sometimes that can help clarify what matters most.

2. Borrow brilliance from your role models

You can learn a lot by noticing what you admire in others.

Think about the role models who inspire you most:

- 👉 What do they say or do that stands out?
- 👉 Observe their behaviours, tone, and everyday actions: What do they do well? How do they communicate?
- 👉 Then, work out what your version of that looks like. You don't have to copy them - it's more meaningful to take inspiration and adapt into something that feels authentic to you.

3. Put your role modelling into practice

Being a role model is less about big actions and more about consistent habits.

To put your role modelling topic into practice, think about what you want people to see and hear from you during an average work week:

- 👉 What will people notice in your everyday work? e.g. if you want to role model learning, how can you show or share your learning?
- 👉 The decisions you make are a key part of role modelling. What do you want people to see you say yes or no to?

Being intentional and increasing these behaviours helps strengthen your role modelling.

Coach yourself questions

How can I create opportunities to demonstrate my role modelling in new ways?



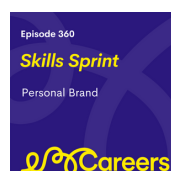
What might be holding me back from being a role model?



Recommended resources



Download our **Mirror Test tool** to help you work out what you want to be known for compared with what you're actually known for



In this **6 minute sprint episode**, Sarah and Helen discuss building your personal brand and the importance of reflecting on what you stand for, who you stand with, and what makes you stand out.