



When You Know Who You Are

A Leadership Reflection Journal



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WHEN YOU KNOW WHO YOU ARE



A NOTE FROM LAVERNE

I believe leadership is deeply personal. It's not just about what you do. It's about how you show up, who you are, and how you make others feel when they're around you. I've walked paths that many didn't think I should be on, let alone lead from. I walked them anyway, not because I had all the answers, but because I trusted what was already inside me.

This journal is a small invitation to do the same: to pause and reflect, to reconnect with what you already know about yourself. No one gets to define your power but you.

These three phases have shaped my life:

When your mother says you can.

When everyone else says you can't.

When you know who you are.

Each one carries its own kind of wisdom. I hope these prompts help you find yours.

Warmly,
LaVerne



WHEN YOU KNOW WHO YOU ARE



YOUR INTENTION

Think about your reasons for opening this workbook. What are you bringing to these exercises? What do you hope to learn or gain? Where do you hope to grow?



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PHASE ONE: WHEN YOUR MOTHER SAYS YOU CAN

This phase is about belief. Not the belief you have in yourself yet, but the kind someone gave you before you could see it.

Who was the first person who saw something in you and told you so?
How did they show it?

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PHASE ONE: WHEN YOUR MOTHER SAYS YOU CAN

When were you given the freedom to try?

What did it feel like to know someone believed in your possibility?

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PHASE ONE: WHEN YOUR MOTHER SAYS YOU CAN

Who do you lead today that needs to hear "You can?"
How are you showing them, not just telling them?

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PHASE TWO: WHEN EVERYONE ELSE SAYS YOU CAN'T

This phase is about resistance. It's when the world pushes back, and you have to decide what you believe.

Think of a moment when someone doubted you.
What did that moment awaken in you?

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PHASE TWO: WHEN EVERYONE ELSE SAYS YOU CAN'T

What do you say to yourself when others say "you can't"?
How do you keep moving forward?



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PHASE TWO: WHEN EVERYONE ELSE SAYS YOU CAN'T

What strategies help you stay rooted in your own voice?
Who or what helps you hold that line?

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PHASE THREE: WHEN YOU KNOW WHO YOU ARE

This phase is about presence. It's knowing yourself well enough to lead with clarity, calm, and care.

What are the signs that you are in alignment with who you are?
How do you recognize when you're off track?

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PHASE THREE: WHEN YOU KNOW WHO YOU ARE

What mantra, value, or truth do you return to in hard seasons?
How does it guide your decisions?

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PHASE THREE: WHEN YOU KNOW WHO YOU ARE

When do you feel most powerful?

Not performance-powerful, but grounded and real.

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CARRY IT FORWARD

If this journal sparked something in you, share a quote, reflection, or photo on LinkedIn and tag me.

And remember:

Possibility isn't out there waiting. It's already inside you, waiting to be trusted.



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