
A LEADERSHIP ALIGNMENT TOOL

THE TRANSLATION METHOD™ · HILLARIE KAY

INTENT × IMPACT

Observation Guide

HILLARIE KAY

FROM SELF-AWARE TO IMPACTFUL

Powered by Hillarie Kay's Translation Method™ and licensing the How to Fascinate® system, discovered by Sally Hogshead.

YOUR LEADERSHIP WIRING SNAPSHOT

Complete this before using the guide.

Core Motivation (Enneagram)

My leadership is primarily driven by:

Core Fear (Enneagram)

In my leadership decisions I'm primarily avoiding:

Dominant Intelligence Center

- Head (5, 6, 7)
- Heart (2, 3, 4)
- Body (8, 9, 1)

Don't know your Advantages yet? Take the free How to Fascinate® assessment to discover how the world is most likely to perceive you → HillarieKay.com/htf

Primary Advantage (How I'm most naturally perceived)

Secondary Advantage (How I stabilize or amplify influence)

Dormant Advantage (Where communication breakdown is most likely)

Your Core Motivation drives your internal behavior.

Your Advantages shape your external signal.

Alignment between the two creates sustainable influence.

HOW TO USE THIS GUIDE

This is not a personality test.

This is not self-diagnosis.

This is an observation tool.

Use it:

- After high-stakes meetings
- During conflict
- Before key decisions
- When feedback surprises you
- At the end of your day

Leadership alignment is a practice.

THE DAILY INTENT × IMPACT ALIGNMENT CHECK

1

What was driving me?

- Was my core motivation aligned?
 - Was I reacting out of fear?
 - Did my decisions feel energizing or heavy?
-

2

Which Advantage did I lead with?

- Did I rely heavily on my Primary Advantage?
 - Did I intentionally use my Secondary Advantage?
 - Did I avoid my Dormant Advantage?
-

3

How did it land?

- Where did I feel traction?
- Where did I feel resistance?
- What changed in the room when I spoke?

ADVANTAGE-SPECIFIC MISALIGNMENT PATTERNS

Use this to identify friction zones — where what you *meant* isn't what *landed*.

INNOVATION

Meant **vision** → landed as **chaos**

Meant **possibility** → landed as **instability**

Reset: Did I create clarity or confusion?

PASSION

Meant **enthusiasm** → landed as **overwhelm**

Meant **connection** → landed as **emotional pressure**

Reset: Did I create energy or noise?

POWER

Meant **decisiveness** → landed as **control**

Meant **clarity** → landed as **force**

Reset: Did I create safety or compliance?

PRESTIGE

Meant **excellence** → landed as **distance**

Meant **standards** → landed as **intimidation**

Reset: Did I create trust or hierarchy?

TRUST

Meant **reliability** → landed as **rigidity**

Meant **steadiness** → landed as **resistance**

Reset: Did I create stability or stagnation?

MYSTIQUE

Meant **thoughtfulness** → landed as **withdrawal**

Meant **restraint** → landed as **secrecy**

Reset: Did I create space or distance?

ALERT

Meant **precision** → landed as **criticism**

Meant **protection** → landed as **anxiety**

Reset: Did I create clarity or fear?

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DECISION-MAKING THROUGH THE THREE CENTERS

Every Enneagram type filters decisions through one dominant center.
To avoid burnout, do not overuse or underuse your primary center.

HEAD CENTER (5, 6, 7)

Driven by security and certainty.

Reflection:

- Am I solving or overthinking?
- Is fear driving my need for clarity?
- Am I using information to align — or to protect myself?

Alignment Move: Balance analysis with decisive action and emotional transparency.

HEART CENTER (2, 3, 4)

Driven by identity and value.

Reflection:

- Am I expressing or performing?
- Is approval influencing this choice?
- Am I protecting image over impact?

Alignment Move: Balance emotional intelligence with logic and firm boundaries.

BODY CENTER (8, 9, 1)

Driven by autonomy and control.

Reflection:

- Am I reacting or responding?
- Is urgency shaping this decision?
- Am I protecting control instead of collaboration?

Alignment Move: Slow down. Invite perspective and check tone.

THE 60-SECOND ALIGNMENT RESET

When something feels off mid-meeting:

- 1** **Pause.**
- 2** **Notice your body.**
- 3** **Name your motivation.**
- 4** **Identify which Advantage is amplified.**
- 5** **Adjust one variable:**

Tone

Pace

Directness

Space

Warmth

Alignment is adjustment, not overhaul.

WEEKLY ALIGNMENT REVIEW

At the end of the week:

- **Where did I feel most aligned?**

- **Where did I feel most drained?**

- **When did intent and impact fully reinforce each other?**

NEXT WEEK I WILL FOCUS ON:

THE ALIGNMENT DIAGNOSIS MODEL

A structured mapping tool — use this for yourself or with clients.

STEP 1: MAP INTENT

Core Motivation: _____

Fear Trigger: _____

Default Stress Pattern: _____

Aligned Leadership Strength: _____

STEP 2: MAP IMPACT

Primary Advantage: _____

Secondary Advantage: _____

Dormant Advantage: _____

Perception Strength: _____

Perception Distortion: _____

STEP 3: IDENTIFY ALIGNMENT ZONE

Where motivation and Advantage reinforce each other: _____

STEP 4: IDENTIFY FRICTION ZONE

Where fear drives Advantage overuse: _____

STEP 5: DEFINE ADJUSTMENT

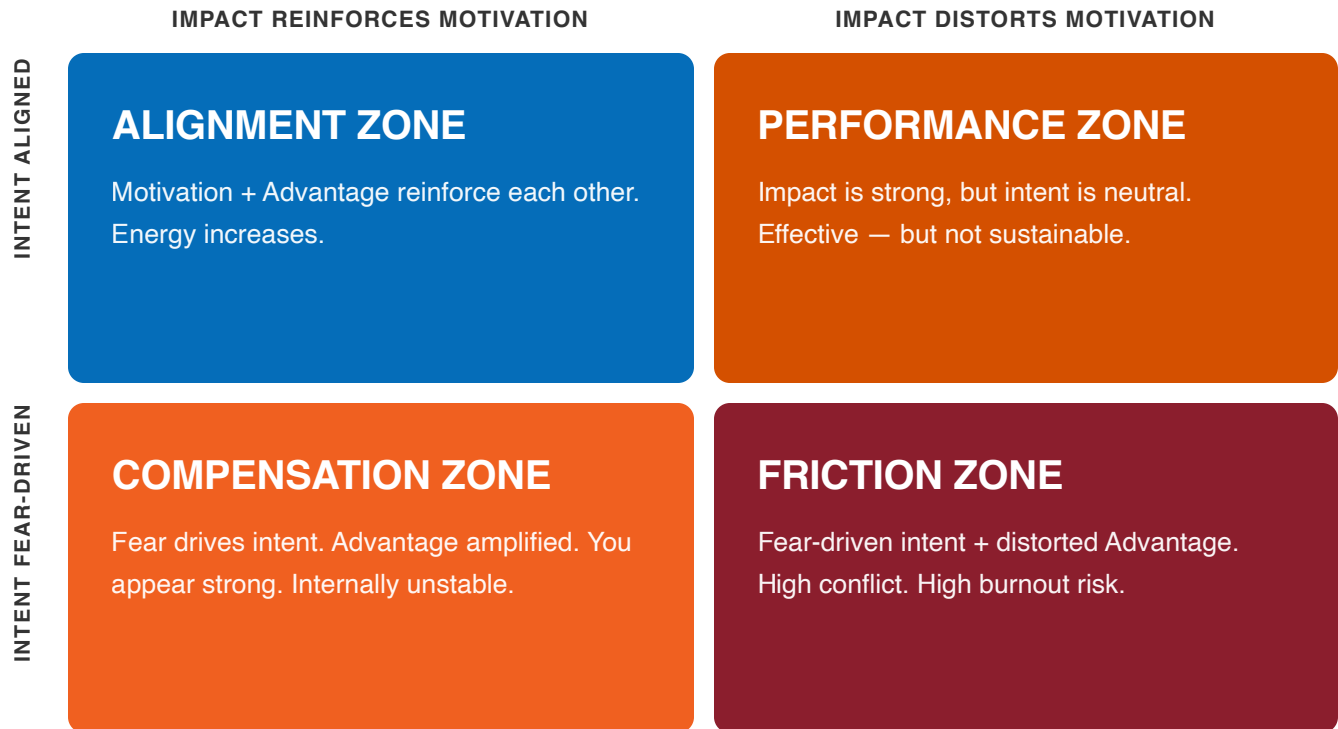
Internal Awareness Needed: _____

Advantage Shift Needed: _____

Real-Time Question to Interrupt Pattern: _____

THE ALIGNMENT GRID

Intent x Impact mapping tool — your one-page visual model.



Use this grid after major leadership moments. Ask:

- Which quadrant was I operating from?
- What shifted me there?
- What adjustment would move me toward alignment?

IF YOU WANT TO GO DEEPER

Understanding your wiring creates awareness.

Applying it consistently creates transformation.



If you'd like a personalized 1:1 diagnostic — mapping your Intent and Impact, your alignment zones, your friction patterns, and the watch-outs unique to your wiring —

BOOK YOUR INTENT × IMPACT DIAGNOSTIC CALL:

[BOOK YOUR TRANSLATION METHOD™ DIAGNOSTIC →](#)

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