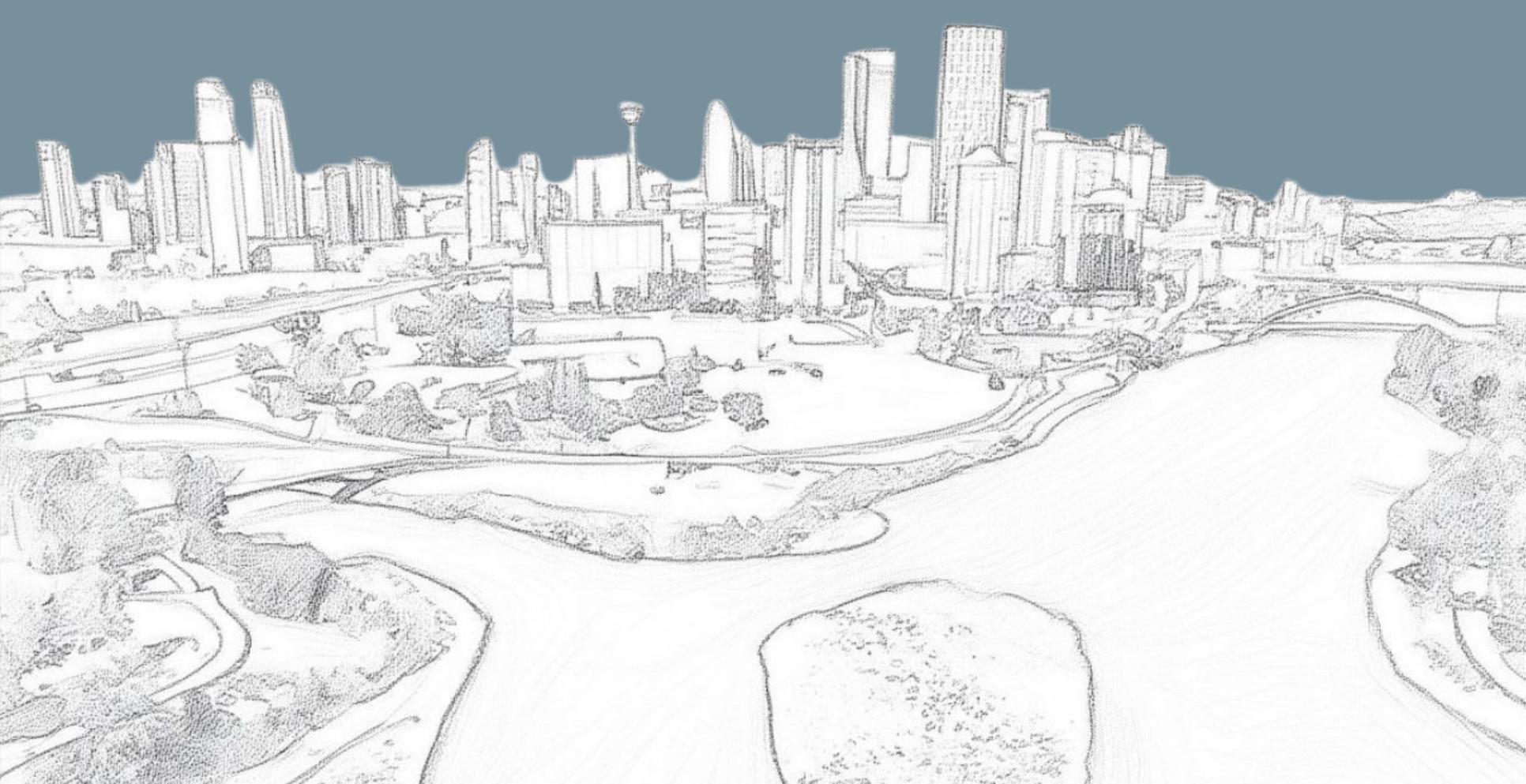


BUILD YOUR BRAND

Tell a Story that is Remembered and Shared



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Go to [Slido.com](https://www.slido.com)

Enter 1984753



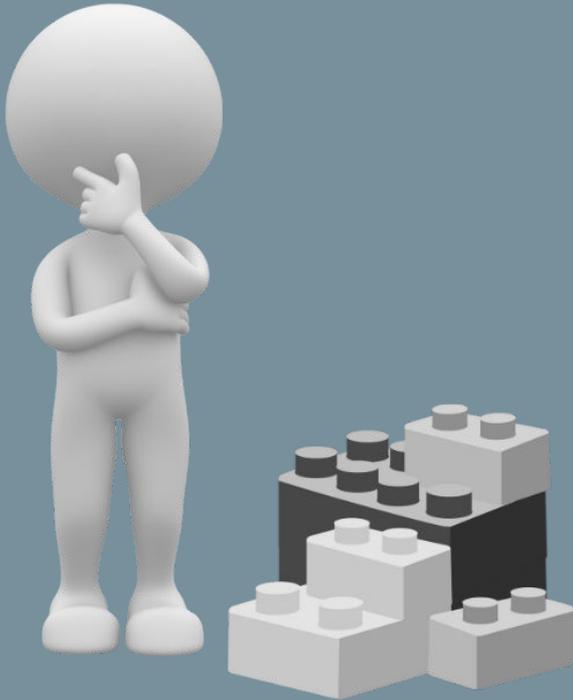
What makes building a personal brand challenging?



1. I don't know what to post.
2. I'm hesitant to put myself 'out there'
3. I don't want to be seen as self-promotional or taken the wrong way.
4. I know I should be out there but it's hard to be consistent.
5. I don't want to just repeat what everyone is saying.



Who are you building a brand for?



1. *Me* — I'm growing my leadership presence
2. *My business* — I run or plan to run my own company
3. *My organization* — I'm building brand visibility in my role



Leaders can either **intentionally** shape their personal brand or have one **assigned** to them by the internet.



Personal branding helps leaders communicate in ways that feel **human**, not corporate or generic.

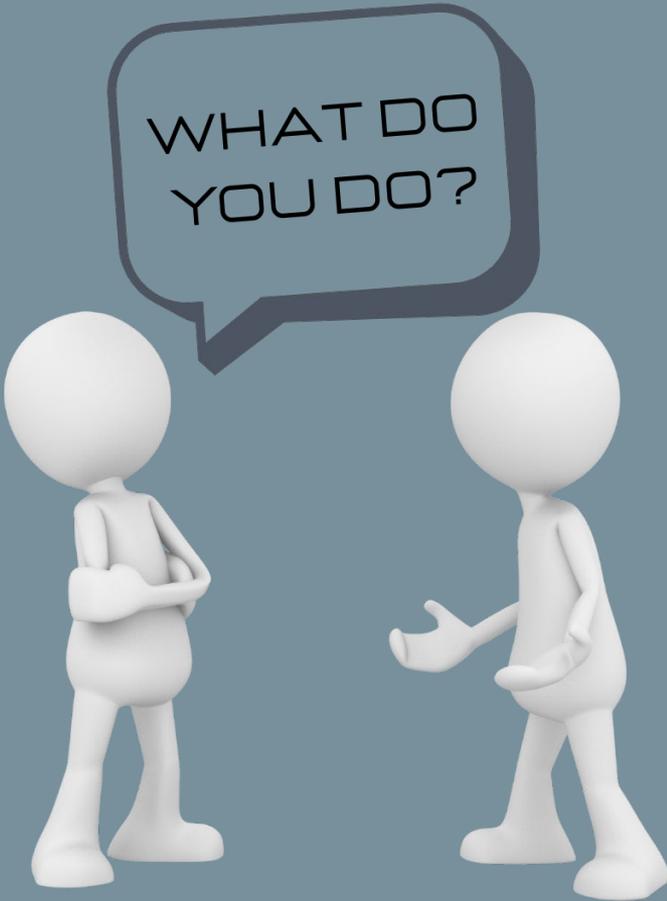


Personal branding is now part of “executive presence”—not separate from it.



If your people don't know **what you stand for**, they cannot **follow** you into the **future** you're trying to build.





WHAT DO
YOU DO?



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- Who are you?
- What do you do?
- Why should they care?



- I help [*target audience*] [*fix their problem*]
- I connect [*target audience*] to [*what they want*] + [*differentiator*]
- I [*transform/translate/convert a problem*] into [*something aspirational*]

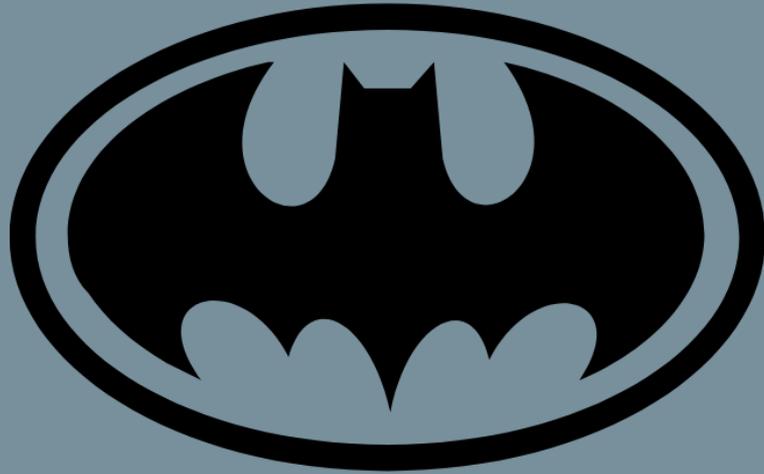


Does it Pass the Test?

- Do you describe how your listener will benefit?
- Conversational? Would you say this in real life?
- Interesting? Is there a hook that makes people curious?
- Jargon free?
- Easy to repeat and remember?



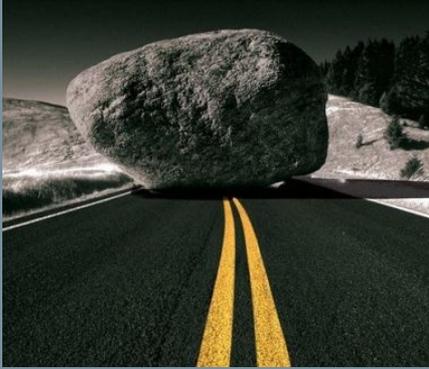




Share your
origin story



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OBSTACLE



EMOTION



IDEA



RESULT





Be like broccoli
Be consistent

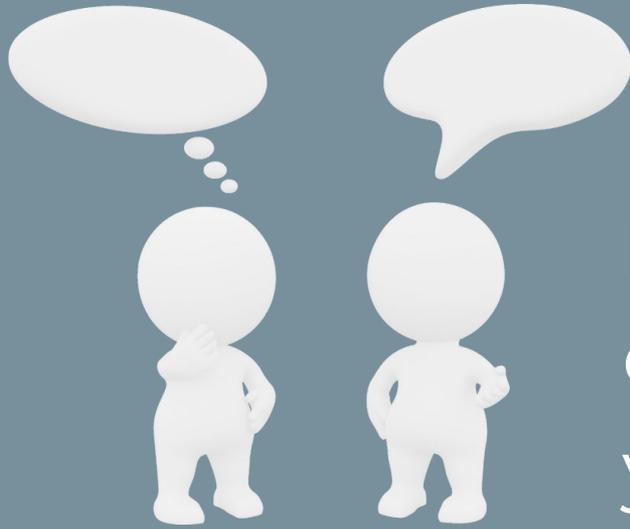




Consider a leader you respect.

What qualities do you admire
in them?





How do people
describe you when
you're not in the
room?





Homework - Text three people. Ask them to pick three words that they feel describes your leadership.



*To [insert contribution]
so that [insert impact].*

To build bridges between industry and government
so that land and energy development creates shared value.

To support partnerships with Indigenous Nations
so that projects build trust.

To help clients navigate complex energy regulations
so that decisions are made faster and smarter.

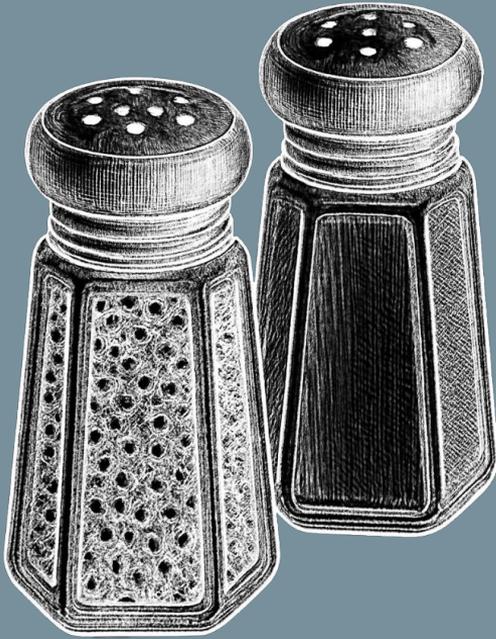
To translate field data into meaningful insights
so that leaders can make decisions that prioritize community needs.



Does it Pass the Test?

- Does it match your values?
- Are you consistent across platforms?
- Which platforms makes sense for your audience?
- Are you sharing struggles and wins?
- Is it manageable?





Add value



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52

- Brainstorm 10 ideas
- Use AI agent to generate 52 ideas by providing information about:
 - Your audience
 - How you help
 - Your why
 - The reputation you want to build
- Curate and regenerate





Don't just post.
Connect.



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Every leader deserves
someone in their
corner.





Questions?

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