

The background features abstract, overlapping green geometric shapes in various shades, creating a modern and dynamic feel. The shapes are primarily triangular and polygonal, with some areas appearing more translucent than others.

Leveraging Your Executive Brand . . . Become a Thought Leader

DynaComm LLC

Thought Leader Definition

- ▶ Forbes:

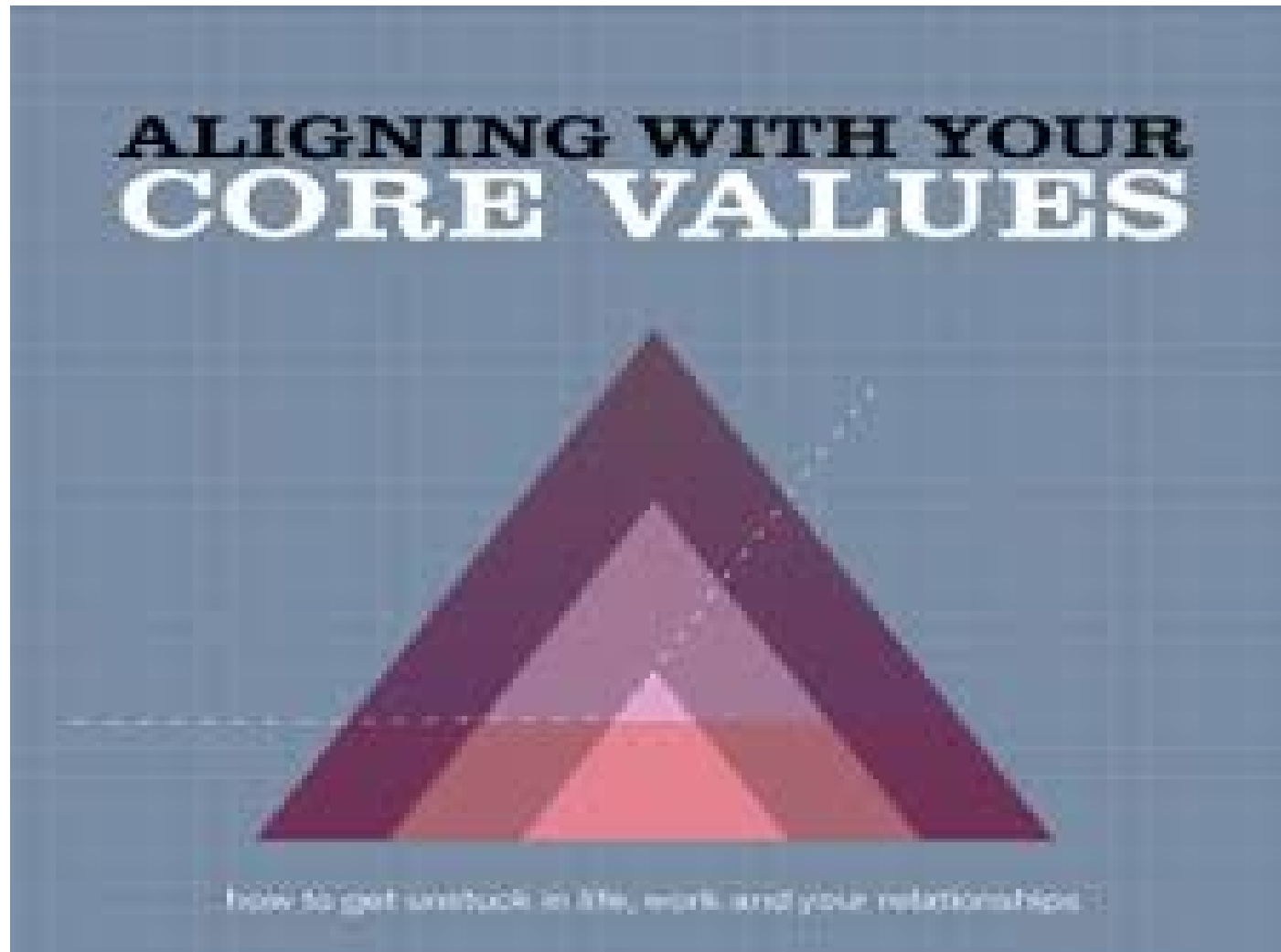
- ▶ A ***Thought Leader*** is an individual or a firm that prospects, clients, referral sources, and even competitors recognize as one of the foremost authorities in selected areas of specialization, resulting in its being the “go to” individual or organization for said expertise.

Thought Leader Definition: Part Two

- ▶ Forbes

- ▶ *A Thought Leader or a Firm that significantly profits from being recognized as such!*

Playing to My Strengths: Self-Knowledge; Self-Image and Alignment



Playing to My Strengths

How would you define your Values?

- ▶ Your values are the things that you believe are important in the way you live and work, something you feel strongly about.
- ▶ They [should] determine your priorities
- ▶ When the things that you do and the way you behave match your values, life is usually good – you're satisfied and content.
- ▶ But when these don't align with your personal values, that's when things feel... wrong. This can be a real source of unhappiness.

Playing to My Strengths



Building Your Personal Brand



WHICH ANIMAL BEST REPRESENTS YOUR
PERSONAL BRAND? TAKE THE TEST TO FIND OUT.

Your Personal Brand

- ▶ What is your personal brand statement?
- ▶ Your statement is 1 - 2 sentences answering what you are best at (value), who you serve (audience), and how you do it uniquely.
- ▶ It summarizes your unique promise of value. Your personal brand statement is distinctive to you and to you alone.
- ▶ *I'm Marianne Gooch, Founder and President of DynaComm. I help successful business leaders become effective communicators through speech coaching, consulting, reputation management and thought leadership planning.*

Your Personal Brand

Sample Brand Statements:

- ▶ I help people create new opportunities in their businesses and careers
- ▶ I am a personal trainer, specializing in weight training and mobility.
- ▶ I spark new product ideas for large companies that have stagnant produce cycle.

Sample Personal Brands

- ▶ *Little More Actionable:*
- ▶ I help CEOs transform their brand in only 60 days. 500 satisfied clients so far!
- ▶ I turn businesses around by finding scalable growth strategies they can implement today!
- ▶ I organize and focus non-profit organizations around their true mission so they can have maximum impact.

Executive Brand Creation

- ▶ List Your Attributes - the goal is to find the one or two things that separate you from your competition. What is it that makes you unique?
- ▶ Choose Your Audience - Since the purpose of a personal brand statement is to briefly list your primary skills, it is necessary to target the industry where those skills are most useful.
- ▶ Honesty - Don't say you're the best or the leader in a field, unless you are.
- ▶ Make it Memorable
- ▶ Make your self-impression

Self-Assessment for Developing Executive Brand

- ▶ **Questions of Personal Purpose:**
- ▶ What are your personal goals?
- ▶ Your professional goals?
- ▶ What is your personal purpose for your business career?
- ▶ What impact do you want to have through your work? On whom?

Self-Assessment for Developing Executive Brand

- ▶ **Questions of Personal Purpose**
- ▶ How do you define your impact as an auditor, investor, manager, product developer, marketer, senior executive, and so on?
- ▶ Whom do you want to know you benefited, and in what ways?
- ▶ What do you hope to accomplish?
- ▶ What will make your professional life worthwhile?
- ▶ How do you want to feel about yourself and your work, both while you are doing it and in the end?

The Elevator Pitch

- ▶ *An elevator pitch can help capture an investor's attention, open the door to a job, or win vital support for a new project.*

The Elevator Pitch: Key Tips

- ▶ Know the Goal - Get approval to proceed to the next step. You're opening the door to the next step, not closing the sale.
- ▶ Know the Subject - Know your topic well enough to describe it in a single sentence. It's less what you can do, and more what you can do for someone.
- ▶ Know the Audience - Identify and research individuals you want to meet before attending a conference. Then, tailor your elevator pitch.
- ▶ Organize the Pitch - Focus on what is meaningful. Organize the information to make it as easy as possible for the brain to digest.

The Elevator Pitch: Key Tips

- ▶ Hook 'em! - Make an immediate connection with the audience. This connection signals that it's worth investing valuable time to hear what you have to say.
- ▶ Plug into the Connection - Once you have their attention, deliver your message with clarity. Use analogies the audience can relate to. Personalize your message by relating your solution to audience needs.
- ▶ Presentation Matters - Pause for effect; rapid fire delivery rarely conveys confidence. Besides, your audience needs time to absorb your message.
- ▶ Incorporate Feedback - Use videotape to evaluate your own performance. Give the pitch to someone unfamiliar with your project.

Thought Leadership: Grow Your Thought Leader Flame



Thought Leadership: More Than an Expert

- ▶ “ . . . *An expert among experts within a particular industry.*”

Thought Leadership: Rhonda Vetere, Estee Lauder

- ▶ Be informed and stay ahead of the curve. It is important to be cutting edge in a thought leadership position.
- ▶ The ability to communicate with people of all backgrounds. Be technical, business savvy, and speak at a language with your audience - relatable!
- ▶ Anticipate changes in the business and work in a proactive manner, rather than reactive.
- ▶ Challenge others by setting the bar high and lifting everyone around you.
- ▶ The ability to captivate the audience with your ideas.

Peter Arvai, CEO Prezi

- ▶ Stand out. Must have something new or value-added to say.
- ▶ GRIT - Stick with it. Not all thought leaders are immediately recognized. Great thought leaders have the fortitude to keep moving forward in the face of adversity because they see the value in their products, ideas, or service can bring to the marketplace.
- ▶ Inspiration for Action. Thought leaders need to be able to inspire their team, their investors, their industry, and their customers to take action.
- ▶ Cause (worth standing up for) is the deeper motivation driving the thought leader forward.

Dr. Joel Myers, President and Chairman, AccuWeather

- ▶ True thought leadership is entrepreneurship in action. Embrace a pattern of behavior that is singular in focus, then drive, drive to succeed.
- ▶ Develop your own style. You have personality, strengths, experiences, and insights. Use them.
- ▶ Take ownership. Take an idea and drive it to success. Own it every single minute of the day. Evaluate the meaning of the risks and prioritize your opportunities with planning and preparation.
- ▶ Seize opportunity. Ideas are fast moving and chances are, if you don't act, someone else will. It's not enough to innovate, it's vital to act on it, too.

DynaComm Tips

- ▶ Be Bold. Have a POV.
- ▶ Grow a supportive network. Having 500+ connections on LinkedIn means nothing if you're not engaging with them.
- ▶ Understand your audience and develop content that your network will be interested in and share as if they're your own team of brand ambassadors.
- ▶ Put Yourself Out There. Write. Speak. Express your POV. Enter yourself for awards. Submit your articles to news publications. Attend industry events and conferences.
- ▶ It's scary at first. Do. It. Anyway

Thank you Thought Leaders!

- ▶ Thank you FEI Houston



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