



**MANAGING
YOUR
PERSONAL
BRAND
THROUGH AN
EXECUTIVE TRANSITION.™**

The Executive Connections Branding Program



www.executiveconnectionsllc.com

Reinvent, Recreate, or Revitalize Your Executive Brand



Executive Connections becomes your brand team with 6-12 month programs where we support you in our proven process every step of the way.

To manage your executive career in today's landscape, it's critical to mindfully develop/position your brand, then polish, package, and communicate it with everything you do going forward. Whether you want to reposition your brand message, gain clarity on the direction your established brand can go next, or leave your current industry, creating a powerful brand presence is crucial.

In this high-touch Personal Branding Program, our strategists will:

- Build on all the reasons you've risen to the top to create an even more powerful and satisfying career future
- Assess your current career to-date and long-term positioning for the future
- Identify the true value of your personal brand, cultivate what works, and diminish what doesn't
- Evaluate your current industry, company, and peer compensation to determine if these are the best vehicles for maximizing your executive brand future
- Partner with you to design your brand plan that aligns with everything you do now and your aspirational brand
- Strategically plan the work and work the plan to achieve brand-focused goals and additional branding foundation imperatives

Our Ideal Clients

Our clients are typically senior executives who are in transition or anticipating a transition and want to be strategic and proactive about capitalizing on their next career move.

Our clients understand the advantage of big-picture, proactive career management and the need to take a step back to ensure their next role is the best match for their brand and long-term aspirations. High-performing professionals are often so tied up managing their day-to-day company and business responsibilities, they don't typically carve out enough time for personal brand development and connections building. They may be taking an exit package due to a corporate restructure, desiring a career change to a new industry sector, moving from the agency to client side (or vice-versa), planning an exit strategy for their next career move, or seeking a higher level of brand visibility.

The Benefits of Being On-Brand

Operate inside the parameters that are most important to YOU.

Increased compensation, satisfaction, and long-term career control

Complete alignment with your career, family, and community (sustainable solutions are holistic)

Avoiding the costly mistake of making off-brand career and personal choices

Expanded perspective and creativity to leverage your successes to-date

Eliciting the very best in yourself and those you lead

The positive effect your brand also has on your employer/company brand

Our Brand Promise

Creating a compelling brand plan for you now that you can take well into your future!

At Executive Connections LLC, we have the expertise, resources, and global reputation to achieve the high-level results you seek. We have consistently supported hundreds of individual brands to identify and execute the career opportunity that is the perfect brand fit. We can uniquely act on your behalf as your personal brand manager/advocate and as your talent agent in facilitating new connections.

Having worked in the marketing services and branding sectors for over 20+ years—providing marketing strategy consulting, executive search consulting, and executive transition support services to individual clients in numerous Fortune 100 companies—we've developed a proven formula for taking top global executive brands and rising stars to the next level. We've helped them make smart, long-term career management decisions that maximize their employment value and work-life blending opportunities.

We know our clients need an action-oriented, straight talking, strategic partner who can deliver collaborative results, rather than someone who will leave you with more questions than answers.

Expectations, Deliverables, & Outcomes

We offer a structured, comprehensive branding program designed for busy executives. We know that many of our clients understand what strategic brand positioning looks like but do not regularly spend a quarter of the time required on their own personal brands. This is where we come in!

For best results, clients retain us for an initial 6 months of personal brand management support. You get the benefit of our expert team in discovering and positioning your brand to achieved defined outcomes, and our deliverables are tangible.

Here is a simple overview of what to expect when you invest in our Executive Personal Branding Program:

<p>STEP ONE</p> <p>Extract: Building a Strong Personal Brand Foundation</p> <ol style="list-style-type: none">1. Manage the EC Personal Brand/ Career Transition process, coordinating discussions, follow-ups, agendas, & next steps2. Review and analyze all introspective elements of your personal brand, including your qualitative exercises and formal assessments related to strengths, work style, vision, purpose, values, passions, goals, differentiators, and target audience3. Conduct and analyze an external 360° Audit of your current reputation4. Analyze current online and of-line communications5. Create your Personal Brand Summary that will define your brand and inform your branded communications	<p>STEP TWO</p> <p>Express: Brand Positioning & Brand Communications</p> <ol style="list-style-type: none">1. Develop a Branded Bio suitable for your LinkedIn profile2. Edit your resume or CV to align with brand direction3. Develop and assist in the execution of your Personal Communications Plan4. Assist in evaluation of potential new career opportunities	<p>STEP THREE</p> <p>Explore: Strategic Executive Search Support</p> <ol style="list-style-type: none">1. Target selected industry verticals, companies, functional categories2. Facilitate introductions to selected EC connections and other senior-level executives3. Provide objective evaluation of career opportunities4. Review negotiating terms of potential job offers
<p>IMPORTANT:</p> <p>This Personal Branding process can be completed within 6 months; however, this requires our global client executives to complete assigned tasks in a timely manner. To manage the process and keep clients on brand, we require a weekly scheduled meeting (via telephone/Skype) to review progress and status of deliverables.</p>		

Step One — Extract: Building a Strong Personal Brand Foundation

The focus of Step 1 is to audit and discover all that is the brand called YOU. This helps us to better help you build a strong future personal brand foundation, career reputation, and career management system.



Process Time: First 3 months



The initial process includes pre-work, assessment, and one-to-one consultation by Lola White (Partner & Lead Personal Brand Strategist) and Jeff Gundersen (CEO). It's followed by a consecutive three months of meetings (via phone, Skype, or in-person) and additional thought-provoking exercises to fully discover your unique promise of value. We ask you the tough questions, reveal the truth about your personal brand, and help you thread your past and future brand into a cohesive theme.

This step includes a 2-day private Personal Branding Retreat in the mountains of Connecticut or at the Yale Club in New York that is facilitated by Lola and Jeff. This is an opportunity to step away from your everyday action to gain an oasis of fresh thinking about your leadership, lifestyle, and legacy. See sidebar with the agenda and location information.

You'll complete this audit and discovery process with a clear understanding of what your brand is and what it's not and be positioned to move with confidence into the next step where we'll work on your brand communications.

Typical schedule for your all-inclusive Personal Brand Retreat:

- Arrive by 5:00 p.m. the evening before, Monday – Thursday
- Brand Team Dinner Meeting with Jeff Gundersen & Lola White
- Overnight stay in the luxurious, Tuscan-style cottage
- Breakfast & optional activity (i.e., hike, bike, horseback ride, etc.)

Work Sessions:

- Morning, 9:00 a.m. – 12:00 Noon
- Afternoon, 1:00 p.m. – 5:30 p.m.
- Depart 6:00 p.m.

Where is the Personal Branding Retreat Located?

Within an easy 2-hour commute from NYC and Boston, Salisbury, Ct. is an idyllic location for a Personal Branding Retreat program. Salisbury is home of Hotchkiss and Salisbury Schools, two of the finest private high schools in the US. It is also a small New England town with rolling hills, lakes, hiking trails, Lime Rock Race Track, and summer camps.

Step Two — Express: Brand Positioning and Online & Offline Brand Communications

The focus of Step 2 is creating written branded communications, an online branding strategy (because you will be Googled before meetings), and a media plan that will enhance your visibility and credibility to your target audience—typically including new vertical sectors, companies, and C-level connections.



Process Time: Month 4 & 5

Your communications planning will consist of online and offline activities that maximize the impact of your existing initiatives and may introduce improved ones. We'll also collaborate with you on managing everything in your brand environment (technology, email address, appearance) so you are consistently communicating your unique promise of value. We'll put metrics in place to track the ROI of your branding efforts.

To better and concisely communicate your brand, this process culminates everything to date by providing you with a foundation for communicating your brand message:

- Branding your bio (including a LinkedIn Summary version)
- Brand and edit your CV/Resume
- Consulting on your professional headshot

This results-producing phase is customized around your specific needs and can include a combination of the following menu of services:

- Maximizing your LinkedIn profile and extending your professional online presence using other social media tools that are appropriate for your goals—interlinking and optimizing all activities for search-engine value
- Consulting on your domain name and relevant keywords that will be used consistently across your online identity
- Writing a creative brief that includes identifying the color palette that represents your brand
- Personalized, Web-based training for your social media accounts
- Development of a custom, branded Website using WordPress
- Consulting on creating thought-leadership content (blog posts, whitepapers, books, articles, e-newsletter)
- Producing your videoBIO (includes script writing)
- Press release writing and distribution
- Consulting on your speaking platform and producing a downloadable speaking kit
- Business card, stationery, and PowerPoint or Keynote design (if doing your website design)
- Opening up our executive search connections and making relevant introductions

Step Three — Explore Strategic Executive Search Support

The focus of Step 3 is continue to act as your brand advocate and talent agent, facilitating targeted introductions.



Process Time: Month 6+

Once we have completed Steps 1 & 2 in the Personal Branding program, we can proactively move with you into the Explore step and shift our role to “talent agent” for your personal brand.

As a highly regarded and well-established C-level executive search firm, Executive Connections LLC has significant connections (connections are “gold”...and one of our firm’s top brand attributes as attested by a broad range of clients). In Step 3, we will bring these connections to bear to the benefit of your brand future and next career objective. Executive Connections LLC proactively initiates several executive placements annually and, as a Personal Branding client, we will provide you selected, targeted introductions to our firm’s clients and connections with the result of a placement as one possible outcome.

Without limiting your options of working with other search firms, we will seamlessly coordinate and integrate our “talent agent” efforts with your overall exploration of other new career opportunities. In periodic calls during this process, we will offer you our objective advice and counsel, regardless of the origin of each new career opportunity you are evaluating. We will continue to follow through with you periodically until the successful completion of the Personal Branding process results in your accepting a new full-time career opportunity.

Our strategic executive search support services during Step 3 in the Personal Branding program include:

- Assistance in targeting industries, functional categories, companies, and specific C-level executives (i.e., CEO, President, Board members) that align with your future brand goals and direction
- Selective introductions, with strong advocacy by EC, to our firm’s executive search clients and connections
- Invitations to various industry events (i.e., conferences, lunches, dinners) where we can connect you to relevant C-level executives
- Assistance in the evaluation and assessment of specific career opportunities
- Advice during your preparation for various key interviews and meetings
- Review and counsel in evaluating and negotiating job offers
- Support in transition planning into a new career opportunity and executive position

What’s Next to Get Started?

To begin unlocking your powerful brand future, contact one or both of us to schedule an introductory 30-minute consultation:

Lola White, Career & Brand Strategist and Chief Transition Officer, at lwhite@executiveconnectionsllc.com

Jeff Gundersen, CEO, at jgundersen@executiveconnectionsllc.com

Testimonials

"The Personal Brand Retreat' is a gift everyone should gift themselves! You will find yourself completely immersed in a tranquil environment—free of day-to-day distractions—where you will be guided through a series of interactive exercises that stimulate one's best introspection and thinking around brand attributes, personal values and goals. This experience is for the person who truly believes in the power that clarity, vision and self-discovery bring. I am a believer!"

— **P.F., Insurance HR Executive who invested in a personal brand retreat**

"In my leadership roles, it was my customers who came to rely on my direction in helping them create a sustainable brand in a competitive marketplace. So, when the opportunity presented itself to think more about my own personal brand and a branded website that accomplished much more than warehousing decades of my body of work, I must admit that I was a bit skeptical that anyone could add anything substantial in terms of brand insight and representation. I was wrong.

My work with Lola White, Jeff Gundersen, and their team opened up my understanding of the key drivers of my personal brand and how my brand can be impacted with every brand touch. Long before a line of content was uploaded into my new site (which they designed and developed), there were meaningful sessions and queries that probed areas of my thought process that had remained locked down for years. I now have an online brand portal that truly represents who I am and that has proven relevant to my audience.

I believe this process is incredibly important to those who value their brand and want to ensure its validity, viability, and strategic positioning in the days and years ahead. I could not recommend a team more highly to support this brand exploration."

— **Al DiGuido, President, ALDiGuido.com**

Thanks to my work with the team at Executive Connections LLC, I feel good about my brand story — how I articulate my past and where I want to take it in the future. The entire executive branding process was spot on for me. I'm now able to point contacts to my public LinkedIn profile, am in the process of breaking out from others who share my name online, and have a plan to share my focused thought leadership information with my network.

— **Michael V. Howe, C-level, Blue-Chip Marketer**

