

Developing Visibility Externally



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**GLOBAL SUMMIT
OF WOMEN**

“

Leadership is the generous act of helping others become who they seek to become.

It involves creating honest stories - stories that resonate and spread. Great leaders are great storytellers.

SETH GODIN

”

A woman with dark hair in a ponytail, wearing a white shirt, is shown in profile, looking towards the right. She has her hand resting on her chin, holding a pen. In the background, other people are visible but out of focus. The overall scene suggests a professional conference or meeting.

But capturing
people's attention
today is hard...

We get hit by an ad
message every **10"**

6,000

MESSAGES
PER DAY

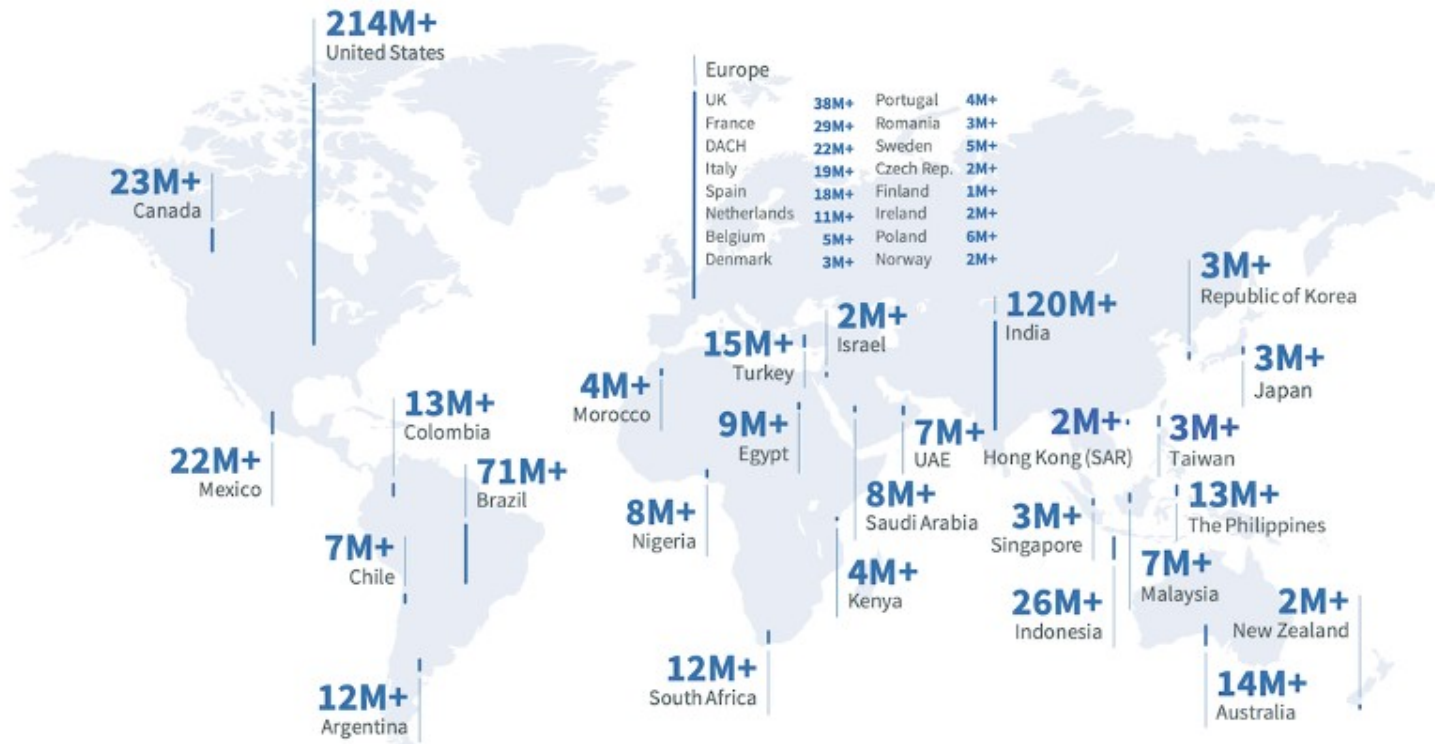


The average
human attention
span is now only
8.25 seconds.



LESS THAN A GOLDFISH
(9 SECONDS)!

And there is lots of competition!



985M

REGISTERED USERS
ON LINKEDIN

NUMBER OF DAILY
POSTS ON LINKEDIN

2M

Ten inspiring personal brands





WHAT IS A BRAND?

- Who you are
- Who others think you are
- Who you want to be

Enduring brand platforms
have the superpower to:

- Reinforce trust and connection
- Withstand challenges
- Adapt without compromising
on core values

Same is true for personal brands



A vintage-style illustration of three people sitting at a table, enjoying Coca-Cola. On the left, a man in a light blue shirt smiles. In the center, a woman in a white shirt smiles with her eyes closed. On the right, a woman in a red dress smiles while holding a glass. The table is set with two Coca-Cola bottles, several glasses of the beverage, and a knife. The background is a simple, light blue wall. The entire image has a semi-transparent dark overlay.

FOR OVER 100 YEARS...

Brands were built by
shouting at people

TODAY...

Brands are built by
creating
communities of
like-minded people



THEY ARE THE BRAND

What consumers expect from brands (and businesses)

BE TRUTHFUL

#1

Choice by UK consumers
(#3 by Europeans)

TRANSPARENCY

90%

believe that business leaders
should be as accountable to
the public as political leaders

INTEGRITY

73%

believe that brands should play a
greater role in bringing Europe
together (94% in saving the planet)

to gaining visibility
externally

THE KEYS

Resist conformity,
embrace differences
and transform how you
lead and communicate

authenticity


01

02

Align your professional objectives to your personal values

integrity



A photograph of three young people sitting on a couch, smiling and talking. The person on the left is a Black woman wearing a colorful striped shirt over a black turtleneck and yellow pants, holding a food container. The person in the middle is a young woman with curly hair wearing a pink hoodie, also holding a food container. The person on the right is a young man with dark hair wearing a purple sweater over a white shirt, with his hand on his head. The background is a solid blue color.

Stay true to
yourself and
stay on course

03

consistency



28-3-2014

45%

8-5-2020

72%

3-9-2020

66%

16-9-2011

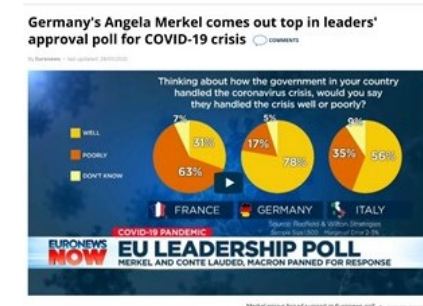
18%

She's not in it for any perceptible kind of gain, and she's not trying to win any kind of popularity contest. That may well be why she keeps winning it — and why a similar capacity to maintain majority approval eludes almost everyone else in global politics: They're just trying too hard"

- Leonid Berhidskiy

15-8-2018

36%



Angela Merkel's approval rating over time

77%

of consumers more likely to buy when CEO uses social media

82%

more likely to trust a company when CEO active on social media

Personal branding is crucial for CEO's

48%

of a company's reputation attributed to a CEO's reputation

“

Focus on
developing a voice,
not just a personal
brand, and use it to
effect positive
change in the world

SHERYL
SANDBERG



If you are doing it to develop your personal brand, it's empty and self-serving and not about what you're talking about...

...If you're doing it because there is something you want to see changed in the world, that's where it will have value and depth and integrity.

*LEAN IN: WOMEN, WORK,
AND THE WILL TO LEAD.*

”

- SHERYL SANDBERG

DEVELOPING A VOICE

IT REQUIRES A STRATEGY
AN ACTION PLAN.
AND A LOT OF WORK.

**Doesn't
happen**
by chance



Developing visibility needs to be part of your everyday life

Network on regular basis,
internally and externally, and not
only when you're looking for a
new job.

Participate in industry,
community and other events to
nurture your network and widen
your sphere of influence.





Create and post
relevant content

Control your narrative
and be ready to deal
with gender stereotypes

Develop a professional
media strategy for
yourself

Set goals and KPIs,
measure, analyze and
optimize

**THANK
YOU**



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