



Building

BRAND YOU

to be more trusted. more valuable. more human.

Personal brand is the most under-leveraged human asset in the age of AI - its your competitive advantage.

AI is commoditising knowledge. Trust across the globe is declining and at historic lows. As a result, standing out as your most unique, distinctive, authentic and valuable human version of BRAND YOU is critical in this new era, where human presence and trust are going to be like gold. The organisations winning on trust in the next decade don't just want capable people, they'll want people whose brands can amplify their impact. That's a skill, not a personality trait and it has to be purposefully, defined, built and curated.

92%

of buyers trust individuals over brands (Nielsen)

82%

trust a business where the senior leader brands are visible (Entrepreneur)

58%

of C-suite buyers chose a vendor based on thought leadership (Edelman)

25%

more earnings for those with a strong personal brand (Forbes)

70%

employers see personal brand as being more important than your CV (Wisernotify)

44%

of a company's reputation attributed to senior leader's brand (Weber Shandwick)

WHAT BUILDING 'BRAND YOU' MEANS:

FOR INDIVIDUALS

- Clarity on what makes you distinctive, with the confidence to lead with authentic PRESENCE.
- Visibility and real value that compounds career opportunity, not just LinkedIn vanity metrics.
- A practical, repeatable way to build a brand; using your assets to curate Who and Why You Are and How You Turn Up.

FOR THE ORGANISATION

- A more human, more trusted brand driven by the people who represent it and give it a human face.
- Stronger retention and recruitment: visible leaders attract and keep talent.
- A workforce genuinely more resilient and differentiated in an AI-saturated market

THE APPROACH

Drawing inspiration from my TEDx talk "What Are Your Yellow Shoes?", my talks and workshops inspire self-reflection, with a simple framework for building a great personal brand. I talk to practical, fun methods for understanding, defining and curating details that make someone unmistakably themselves. It's built for people and professionals, wanting to be more human and is shaped by 30 years leading people, growth and change in the likes of Philips, DB, Goodman Fielder, Frucor/Suntory & Lion.

AVAILABLE AS

- Keynotes and talks — conferences, curated groups, employee and leadership events.
- Half and full-day workshops for leadership teams and high-potential talent.
- Ongoing personal brand coaching, individual or cohort-based.