



Reputation is your greatest asset. Drive it!™

CHARLES: Stepping Out of a Company's Shadow

Charles had become synonymous with the company he had led for many years. Ready to step out as an industry expert, he focused on a personal branding campaign that leveraged his impressive reputation to create new opportunities.

The Context

For more than two decades, Charles had been nationally synonymous with a well-known company in his industry. He had authored 14 books, testified as an industry representative in front of the U.S. Congress, and spoken at more than 200 international events. He was well known as a change agent, and his body of work was regarded as cutting edge.

The Problem

Charles was ready to move on from his company role. The organization needed new leadership. His successes were well recognized, so the future was truly his to own. Charles was looking forward to pursuing a new passion in life. He would be working as an industry advocate and visiting scholar at some of the top educational institutions in the world.

It was time to detach Charles's personal brand from his company and reinvent his reputation before he left the helm.

The Solution

As CEO, Charles was accountable to his board, employees, and shareholders, but as an individual and a subject matter expert, he had more freedom to speak candidly about his concerns and thoughts about the industry. With the blessing of his company, Lida and Charles began shifting the focus of his professional narrative from his company's to his individual values.

The Process

After carefully considering Charles's authentic personal brand assets, the key audiences with whom he resonated, and the marketing opportunities that were available, Lida laid out a public relations plan that included thought leadership development and networking to build his personal brand.

She placed Charles on the platform at respected industry events as a keynote speaker rather than a company spokesperson and made subtle changes in his speeches to utilize *I* instead of *we*. Together, Lida and Charles planned out a new series of books that would highlight his unique strengths and voice. Finally, Lida positioned him in key leadership roles at nonprofit boards around the world that furthered Charles's passions, values, and mission.

The Results

Charles became well known and highly regarded for his individual contributions to the industry and garnered the personal respect of fellow high-level professionals and thought leaders. His reputation management strategy effectively gained him the desired visibility to move his vision forward in the second phase of his career.