



Reputation is your greatest asset. Drive it!™

RICHARD: Pivoting Careers Through Personal Branding

Richard wanted to change careers while continuing to leverage his expertise and reputation. He embarked on a personal branding journey to merge his established and new passions and maintain influence in his new livelihood.

The Context

Richard had made a name for himself as an investor in digital media and the head of a large, successful hedge fund. After taking a family trip to Africa, he became passionate about sustainability and natural resources. He wanted to focus his efforts on socially responsible investing, a concept that was still in its infancy.

The Problem

If Richard abruptly shifted concentrations in his career, his investors would lose confidence and pull out of his fund. As a newcomer to the environmental sphere, Richard feared he wouldn't be taken seriously as a sustainability expert and might even risk looking like he was exploiting the cause for capital gain. In the financial world, he feared the shift would make him appear volatile and unreliable as an investor and advisor.

However, with a newfound mission, he was driven to make the change. Could he pivot his livelihood without losing the professional reputation he had worked so hard to build?

The Solution

In order to successfully shift the focus of Richard's career, keeping one foot in both the investing and the sustainability world was imperative. In the following 18 months, Lida and Richard worked on slowly but surely shifting his narrative. In a sense, Richard had to start in the back of the room and slowly work his way forward.

The Process

First, Lida worked with Richard to set up a blog focused on the environment and sustainability from a personal perspective. He discussed his viewpoints as a parent, a consumer, and a citizen of the planet. He shared articles and posts from other experts, solicited feedback, and shared the changes he and his family were making to save the planet.

In addition to blogging, Richard wrote articles, reworked his bios and social media profiles, and published video lectures. He slowly and expertly built

credibility until he became an authority in an already relatively crowded space.

Richard brought a unique perspective to the sustainability sphere—his expertise as a savvy and discerning investor. Lida helped Richard attend relevant conferences and build a new network in this new space. They determined who he should meet with and why, where he could support other experts, and how he could learn more. Slowly and steadily, they transformed his narrative, while still keeping his career rooted in investing.

The Results

Eventually, Richard was able to roll up his fund, partner with some well-known influencers in the socially conscious investment space, and launch a new financial investment firm that focuses on sustainable infrastructure. He is now one of the managing directors of his firm and has been named a chairman for several of the green companies within his portfolio.