

Executive Branding

Just a little fame will do miracles for your business, and your overall quality of life.

Executives need branding, too. In some cases, your company and yourself are one, especially for coaches, consultants, and other professionals. The owner of the business is 'the brand'. At the conceptual level, similar principles apply to executive branding. It is just that there are additional applications, such as your resume, biography, personal website and/or blog, and Web 2.0 identity. We will also share tips about how you can get more 'on-brand' with your personal appearance, office and business tools, your professional network, and create your brand identity system.