



TINYBOX

Identify your
superpower

Create your
personal brand

Increase
your visibility

PERSONAL BRANDING

& THOUGHT LEADERSHIP

Personal Branding defines who you are as an expert and as a leader while Thought Leadership grows trust in your expertise and leadership beyond the conference room to the virtual world. Your personal brand sets the expectations for how you lead and how you are perceived by others: Should I follow you? Should I buy from you? How will you react to me? Is your motivation mine too? How expert is your advice?

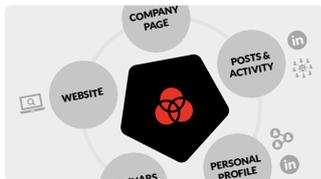
ACTION PLAN

In three steps our branding and content experts will help you define your superpower, and share your expertise with the world.



PHASE I: PERSONAL BRAND ASSESSMENT

Like every superhero, every leader is known for a unique superpower. Your personal narrative is like your superhero backstory. It quickly explains and builds trust in your expertise.



PHASE II: PERSONAL NARRATIVE INTERVIEW

Building the value proposition and documenting the backstory by using templates and the 10-step self-interview we lead you through a process to envision your personal brand, focus your “superhero” value proposition, and create your leadership narrative.



PHASE III: YOUR CONTENT PILLARS

Based on your personal branding foundation, we help you select and develop three core content pillars. These are unique to you, your strengths and passions and your customers’ pain points. Post within the three to build trust, credibility and leadership integrity.



TinyBox Expert: Laura Schulte | [Founder Project Renaissance](#)

Laura’s career has taken her through the booming ecosystems of Silicon Valley, Germany, and now the Eastern US. Combining her unique experience as a startup-to-IPO executive, award-winning business editor, and B2B content strategist, Laura provides Go To Market strategies for tech innovators. She helps visionary leaders accelerate the route to success with narratives that win trust and shortcut complexity.

TINYBOX | **It’s about strategy, not technology.** We are a Think Tank for the adoption and implementation of emerging technologies. Our strategies create value by incorporating business strategy with technologies, people operations, and leadership development, to ensure client success well into the future. For more information and tools contact us at hello@tinybox.me or visit www.tinybox.academy