ILLUSTRATIVE SCENARIO

Building a professional brand for a career transition

Making leadership experience easier to understand and verify



Illustration

The situation

In this scenario, an experienced leader is preparing for a new executive role. The person's online presence is tied to a previous employer, with achievements scattered across old biographies and profiles. Recruiters and referrals need a clearer picture of the leader's current direction.

The approach

1. Clarify the next role
Define the intended audience and the experience most relevant to the next opportunity. Gather evidence for achievements and credentials.

2. Build a coherent professional presence
Develop an approved biography and professional website, then align the narrative across the agreed profiles.

3. Publish with a purpose
Create relevant professional content and connect existing interviews or publications. Track launch, indexing and branded search visibility.

EXAMPLE FOCUS

Website

A dedicated professional destination

Biography

An approved account of experience

Aligned profiles

A consistent professional narrative

PRACTICAL DELIVERABLE

An approved biography, professional website and a consistent profile narrative.

How success would be measured

Measure the completion, consistency and visibility of the approved assets. Track relevant inquiries where reliable data is available. The goal is a credible professional record that recruiters and referrals can use during the transition.

Plan your next professional chapter

Tell us about the audience you need to reach and the role you want your online presence to support.

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