

# LEADERSHIP BRANDS THAT CONTRIBUTE TO MARKET & ORGANIZATIONAL VALUE



ARE YOU **VITAL** TO YOUR ORGANIZATION AND CLIENTS?  
DOES YOUR PERSONAL LEADERSHIP BRAND SHOWCASE YOUR VALUE

- V**ALUABLE  
**I**MPACTIONAL  
**T**RANSSPARENT  
**A**CCESIBLE  
**L**EVERAGED

- UNIQUE & RARE
  - MEASURABLE RESULTS, ROI, PROJECT COMPLETION
  - IN JUDGEMENTS, DECISION MAKING, STRATEGY, VISION
  - AFFIRMATIVE, ADAPTIVE TO CHANGE & ENVIRONMENT
  - GREAT AT COLLABORATION ACROSS THE ORGANIZATION



**49%** COMPANY REPUTATION IS ATTRIBUTED TO ITS CEO REPUTATION AND **60%** MARKET VALUE IS ATTRIBUTED TO COMPANY REPUTATION

**82%** OF CONSUMERS TRUST A COMPANY MORE IF ITS CEO & SENIOR LEADERSHIP ARE ACTIVE IN SOCIAL MEDIA

**78%** OF RECRUITERS GOOGLE YOU AND **63%** LOOK INTO YOUR SOCIAL MEDIA PROFILES



## NEXT PRACTICE

### VITAL LEADER 100



### IMPLEMENTATION VIRTUAL SUPPORT FOR YOUR BRAND

- WEBSITE / BLOG DESIGN & ADMINISTRATION
- BLOGGING / CONTENT CREATION, PRESS RELEASES & DISTRIBUTION
- SOCIAL MEDIA, EMAIL MARKETING, AND NEWSLETTERS
- LEADERSHIP SUPPORT (SPEAKING ENGAGEMENTS)



Sources:  
• <http://socialmediatoday.com/tompick/1647801/101-vital-social-media-and-digital-marketing-statistics-rest-2013>  
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• [http://www.webershandwick.com/uploads/news/files/CEO\\_Spotlight\\_ExecSummary.pdf](http://www.webershandwick.com/uploads/news/files/CEO_Spotlight_ExecSummary.pdf)