



Your personal brand speaks for you when you aren't in the room.

What does your brand say about you today?

**Customized personal branding services are delivered in person or virtually,
depending on the executive's preference.**

90-day Branding for CEOs, Divisional Executives, and High-Profile Leaders	Included
CAREER NAVIGATOR ASSESSMENT Set the stage for success with a targeted assessment and customized action plan for your market vertical	✓
LEADERSHIP ASSESSMENT This assessment uncovers the leader's interests and behavior style to optimize future planning, performance, and relationship building	✓
MOTIVATORS (VALUES) ASSESSMENT Helps the leader feel and act congruently in their communications to optimize visibility and personal brand externally and internally	✓
360REACH ASSESSMENT Used by 20% of Fortune 100 companies to uncover the leader's brand as others perceive them, including strengths and weaknesses	✓
BOARD DOCUMENTS Branded CV, bio, and optimized LinkedIn profile to open doors to the best decision-makers	✓
VALUE PROPOSITION A crystal-clear value proposition that supports performance and communication for the leader when pursuing a career transition or preparing for a major event (such as an IPO), and you need to attract the right audience	✓
IDEAL COMPANY PROFILE Gain clarity on the type of organization you are targeting to clear a faster path for a company that matches your values and meets your requirements	✓
IN-PERSON OR VIRTUAL MEETINGS Services are delivered in a confidential, safe, and non-judgmental environment	✓
LINKEDIN NETWORKING DEMO RECORDING A strategy for connecting with the appropriate decision-makers to help facilitate preliminary conversations that will open doors	✓
EXIT STRATEGY A reusable process for protecting your reputation upon your exit from your company, board, or philanthropic organization	✓

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The 90-day Brand for Leaders

What you get:

- ⇒ A personal brand you can use with the media, your investors, employers
- ⇒ A professional networking strategy to build relationships beyond your established networks
- ⇒ A portfolio of door-opening collateral, including CV, bio, and LinkedIn strategy

What will be different:

- ⇒ Renewed confidence in your skills, abilities, and thought leadership
- ⇒ Validation of your established brand/reputation to help you stand out
- ⇒ An personal go-to market strategy for your next role, investment, or board opportunity

What's required:

- ⇒ Access to you by phone or Zoom for one hour per week for 12 weeks
- ⇒ Commitment to provide metrics and information
- ⇒ Your ability to execute on the plan

The investment is 10K USD.

To determine if this is the right fit, secure a personal and confidential conversation with Maddison at maddison@westgatecareercoaching.com.

"By uncovering my brand and unique value proposition, we piqued the interest of investors so I could purchase a business. My transition from a 250K employee to a high 6-digit business owner in less than 9 months speaks volumes."

– Business Owner, East Coast | Canada



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