



Helping Fortune 500 Companies Build  
Trust-Based, Resilient Cultures and  
Authentic Leadership Influence for  
Remarkable Shareholder Value

## Building Your Leadership Platform and Brand Equity for Success

The **Building Your Leadership Platform and Brand Equity for Success** program you exactly what you need to say and what you need to do to move your leadership forward. You won't be in a better position to leverage your expertise, your value, or your experience as your leadership progresses to positions of greater authority and accountability. There's no better time than NOW to prepare to come out of the gate strong so that you:

- Get into the heads of decision makers to keep your **branded value and expertise top of mind and head up the preference list.**
- Raise you likeability factor with decision makers **to rise above the chatter and noise from other candidates**
- Lock down an iron-clad strategy with your stellar accomplishments and professional platform **to snag the interest, attention and preference of decision makers**
- Sell the future benefits of your branded expertise to **give decision makers no choice but to give serious consideration to your leadership**
- Incorporate advanced brand strategies **to let decision makers know they're getting the problem solver and solutions provider who can help them get what they want or need**
- Fine-tune your performance strategy **to provide the right responses to questions and ask questions that put YOU in future scenarios working with decision makers**
- Seal the deal with a post-discussion strategy to allow social proof of your expertise **to resonate with decision makers**
- Apply 6 key personal characteristics **to enjoy a successful, rewarding career**



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In short, you'll get the results and outcomes that will serve you for your entire leadership career.

## Building Your Leadership Platform and Brand Equity for Success Topics

- **Enhancing Your Professional Platform:** So you can solidify your authority and expertise in the marketplace that decision makers and hiring managers need.
- **Building Your Brand/Promoting Your Brand Equity:** Designed to build the value of your branded value and expertise employers are always looking for.
- **Positioning Your Expertise and Value:** Ensuring that decision makers understand how the future value of your expertise as a problem solver will serve their needs with an achievement-focused, benefit-forward résumé.
- **Broadcasting Social Proof of Your Branded Value and Expertise:** Building and promoting your intellectual property so that decision makers are aware of how your proven track record of accomplishment is something they need to help them be successful in a competitive marketplace.
- **Launching a Pre-Engagement Strategy:** Learn the approaches, tools, and techniques to connect with decision makers and hiring managers to create rapport, familiarity, and trust long before any interviews are scheduled.
- **Launching a Direct Engagement Strategy:** Apply “pre-suasion” approaches in direct meetings (in person or via video platforms) with decision makers that have them envisioning you already working together with them.
- **Launching a Post Engagement Strategy:** Discover the fail-safe method Donn created that has helped hundreds of people get on the decision maker’s short list—and even get hired!
- **Embracing the Unfair Advantage Paradigm:** Learn what it takes to reduce your competition to irrelevant “also-rans” and get you to the front of the line or top of the list.



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## What You'll Get From This Program

- You'll improve your visibility, develop your authority positioning, grow your influence, and refine your audience to get heard, get noticed, and get results.
- You'll learn which brand-building activities best serve you goals and learn how to get others to boost your brand equity.
- You'll learn how to create killer value propositions that lead decision makers to ask you for more information while increasing your influence with others.
- You'll learn how to generate social proof of your value and expertise through LinkedIn endorsements and testimonials to boost your authority and positioning.
- You'll learn how to engage with decision makers on social media on issues they care about and build a strong associative memory model with them.
- You'll learn how to apply the "Trojan Horse Technique" to elevate your odds of not only being on the short list, but of being the candidate of choice.
- You'll learn how to integrate the elements of E.P.I.C. Results (Enhancing Performance, Influence, and Connection) in your own platform to help you step up to Influencer and Thought Leader status.