

# Your Executive Brand Package: The Four Must-Haves of Your Personal Brand

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There are millions of leaders looking for board seats. Fortunately, you're one in a million.

In our Journey to a Board Seat Series, so far you've learned:

1. What the Athena Alliance is and how they can help you develop into an attractive board candidate;
2. How to plan a strategy for your journey to a board seat.

Today, you're going to learn about Step 2 of the journey: Creating Your Executive Brand Package: The Four Must-Haves of Your Personal Brand.

### **Why do you need an Executive Brand Package?**

As a successful business leader, chances are you are well-known in your organization. You have experience, a reputation, and perhaps even a collection of interviews, press releases and articles showing people who you are and what you offer. Even if you don't, you probably have a website, or at least a photo and a bio.

In other words, you have a brand.

However, your brand – built over many years of your career – is likely more a historical picture of where you've been.

What you need now is a branded package of who you are and what you want. This is the essence of an Executive Brand Package.

### **What is in an Executive Brand Package?**

There are four pieces of your Executive Brand Package:

1. A Resume or CV
2. An Executive Bio
3. An Elevator Pitch
4. A Linked-In Profile.

You may have variations of these already, or you may be starting from scratch, but either way, the intentional step in this part of the journey is to craft versions of these messages that specifically paint a picture of you as the qualified board member you are and want to be.

### **How do you create your Executive Brand Package?**

There are two distinct phases to developing a winning Executive Brand Package.

First, you must know yourself.

Second, you must capture your compelling qualities in writing.

Neither of those things are easy, and they both benefit from working with a coach.

Fortunately, The Athena Alliance offers coaching and produces an Executive Brand Package for its members, taking out much of the stress and time needed to “brand yourself.” I was fortunate to work with Executive Writer, Adriana Azuri, who masterfully pulled together my Executive Brand Package and led me through this step.

- We started by gathering my existing materials.
- We then discussed everything I’d learned from planning my Journey Strategy.
- She drafted each of the four elements of my Executive Brand Package.
- Together, we wordsmithed and refined the final copy.
- And in the end, I had four complete, written documents that I could feel confidently presented me in the best light for the board seat I wanted.

As Adriana says,

“Through this process of learning about a member’s career, I can tell you who they are and what value they deliver or have delivered. I then outline a member’s overall career achievements to bring out the best of the best. It’s crystal clear to me who they are and what their strengths are.”

**Adriana Azuri**  
**Athena Alliance**  
**Journey Advisor & Executive Writer**

Whether you’re pursuing a board seat now or think you may wish to sometime in the future, it’s never too late to pull these materials together for yourself.

### **How can I create my own Executive Brand Package?**

If you know you need to spruce up your public image and put together an Executive Brand Package that presents the best version of you to the world, the place to start is defining your Personal Brand.

Admittedly, working through the details of creating a Personal Brand can be painful and difficult to do on one’s own. It requires self-knowledge, reflection, self-awareness, vulnerability, and confidence. This is definitely a process that is served by working with a competent communications expert, a personal branding consultant, or a coach.

I work with many of my executive coaching clients on building their Personal Brand, and I'd be happy to share that process with you – just email me directly at [Info@JoelleKJay.com](mailto:Info@JoelleKJay.com).

Once you know your Personal Brand, the rest is easy. All four of the elements of the Executive Brand Package -

- Your Resume or CV
- Your Bio
- Your Elevator Pitch
- Your Linked-in Profile

- are all really just different formats for presenting that Personal Brand to the world.

### **Next Steps for You**

Having been fortunate enough to work with an Athena Alliance Executive Writer, I know the value of having someone create my Executive Brand Package for me – and having tried to create the four documents involved on my own in other phases of my career, I also know how excruciatingly difficult it can be to do this alone. There's something about writing about oneself that is just simply *hard*.

Give yourself the benefit of support.

If you're walking yourself through the journey to a board seat on your own, do gather drafts of the Executive Brand Package and see if it presents you the way you want to be presented.

But if you have any reticence at all, feel uncertain of your Personal Brand, are intimidated by the writing or the process, or don't have a clear sense of what a successful Executive Brand Package might look like, stop struggling. We can do this piece together. Again, shoot me a note at [Info@JoelleKJay.com](mailto:Info@JoelleKJay.com), and we'll work through this phase of the journey.

### **Coming Soon**

In the next article in our Journey to a Board Seat Series, I will share with you how to deliver the Personal Brand in living color as we move to the next step on the journey: **Developing Voice and Presence**.