

## LEADERSHIP COMMUNICATION & BRANDING

### STORYTELLING AS THE STRATEGIC ART OF LEADERSHIP

Ambitious leaders understand that building a purpose-driven business requires an integrated strategy that involves managing plurality – people, planet and profits. We help leaders leverage the hidden power of storytelling to inspire, clarify, or state a point of view to motivate, influence and impact change. In an interconnected world, reputations are inevitably challenged.

We build a holistic reputation strategy for the business and its leadership team to amplify growth opportunities, sustain that success with responsible action, and build authentic connections with customers, employees, regulators and investors. As a people business, we are committed to supporting your career and establishing you as a recognized and respected leader, within and outside your organization.

#### PHASE 1

##### Leadership Brand Development Assessment & Planning

This assessment session is a deep dive on the business' and leader's personal priorities to define a holistic communication & brand roadmap. We combine in-depth personal discussion and appropriate assessment tools to complete a competitive analysis, define the media and social media landscape, brand prism and brand narratives to complete the strategic plan.

#### PHASE 2

##### Media Readiness Program

The next phase includes a sophisticated, tailored media readiness program featuring message development, media Q&As, media and presentation skills training, scenario development, and practical skills to refine the internal and external messages.

#### PHASE 3

##### Thought Leadership Program

During this phase, we “launch” the leader onto the targeted media and social media platforms to “tell their story”. But a story that can't be adapted is as useful as a parachute that can't open. So we remain with you to refine your stories to ensure that your thought leadership program serves as a trusted voice; a voice that inspires, enlightens, engages and clearly recognizes the wider societal impact of the business.

#### PHASE 4

##### Brand & Communication Amplification

Our leaders can rely on our continued support to amplify the communication and brand awareness program through active media outreach, social media management, ongoing support with leaders' presentations, speeches, internal/external communication, speaking assignments and other public appearances, as well as continued positioning support as a global thought leader.

#### WE ARE BORDERLESS

Borderless is a Global Executive Search & Leadership Advisory firm, focusing on the Chemical industry & its value chain, the Life Sciences industry and the Food & Drinks sector. Founded in 2000, and majority women-owned and led, our team comprises of professionals who have chosen to live and work around the globe and who have led professional lives in these sectors. We understand you, your business, culture and concerns. Borderless works with you seamlessly around the world.

From management appraisal to leadership team effectiveness, and diversity & inclusion to personal career transition, trusted advisors at Borderless align the context of your business and personal objectives to business strategy.

Learn more at <https://www.borderless.net/leadership-advisory> and please contact our founding partner **Andrew Kris** at [andrew.kris@borderless.net](mailto:andrew.kris@borderless.net).