

thrive with

Confidential Personal Brand Development for Senior Leaders

SCOPE: Creating high-impact engagement through effective and consistent communication to key stakeholders.



Senior leaders are the face of their company and need to communicate regularly about their organisation, its vision and values, products and the market. The challenge is knowing what to say, where to say it and having the time to do it.

TMCC will help you to plan and execute your communications to ensure they are on point, meaningful and impactful.

Creating important and meaningful benefits

For your organisation:

- Increases visibility and understanding of you and your organisation amongst stakeholders: customers, the market, investors
- Builds a stronger market positioning and corporate image
- Enhances employee engagement, improving productivity
- Creates additional business opportunities
- Develops strong media relations with better media outcomes

For you:

- Enhances your credibility as a senior leader and an industry thought leader
- Ensures regular and consistent communication with employees and other stakeholders takes place and is managed effectively
- Builds your professional legacy and long-term career prospects

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How it works

ONE



Introductory meeting

Discuss communication challenges and priorities, agree broad approach.

TWO



Proposal, commercials and engagement

Prepare proposal, including commercials - engage and sign contracts

THREE



Deep-dive fact finding meeting

Work through company values, key messages, USPs, audiences, products and services, upcoming activity and timings

FOUR



Detailed communication guidance document

Production of a detailed document that will guide the communication process going forward

FIVE



Commencement of activity

Activity commences - create plan, investigate media opportunities, content production begins.

SIX



Review meetings

Monthly catch-up meetings to review progress and agree next steps



Communication channels will consider:

Internal/staff - press/media - social/LinkedIn - speaking/panel opportunities - awards

Contact James Simpson on 07771 920893 or j.simpson@tmccmarketing.co.uk to find out more and enable us to build out your personalised quote.