

Leadership Session: Building and Protecting the CEO Brand



Moderated by:
Tess Vismale, CMP, DES
Tech Whisperer,
DAHLIA+ Agency
@tessvis



Leadership Session: Building and Protecting the CEO Brand

Tess Vismale, CMP, DES, Moderator

@tessvis

- **Phillip A. Washington**
- **Erika Mazza**
- **Jorge Cruz-Aedo**
- **Gary Thomas**



THE C-SUITE/CEO BRANDING MATRIX

Personal/ Executive Presence	Reputation Management	Content Marketing	Thought Leadership
<i>Are you creating your brand by design or by default?</i>	<i>How are you represented online?</i>	<i>What's the best strategy to get your message across?</i>	<i>What is your flavor of thought leadership?</i>
<input checked="" type="checkbox"/> Personal Brand Narrative <ul style="list-style-type: none"> • 7 Key Aspects • Branded Bio 	<input checked="" type="checkbox"/> Authority Site <ul style="list-style-type: none"> • Website • About Me 	<input checked="" type="checkbox"/> Keyword Identification	<input checked="" type="checkbox"/> PR & Media Outreach <ul style="list-style-type: none"> • Radio • TV • Online • Newspapers • Magazines • Bloggers
<input checked="" type="checkbox"/> Positioning of CEO Brand <ul style="list-style-type: none"> • Messaging • Audience • S.W.O.T. Analysis 	<input checked="" type="checkbox"/> LinkedIn <ul style="list-style-type: none"> • Complete Profile • Outreach Campaign 	<input checked="" type="checkbox"/> Blogging	<input checked="" type="checkbox"/> Awards <ul style="list-style-type: none"> • Local • National • Industry • General Business
<input checked="" type="checkbox"/> Brand Identity Collateral <ul style="list-style-type: none"> • Headshots • One Sheets • Media Kit 	<input checked="" type="checkbox"/> Search Engines <ul style="list-style-type: none"> • Google Alert • Photo Update • Replace Poor Content 	<input checked="" type="checkbox"/> Articles & White Papers	<input checked="" type="checkbox"/> Speaking <ul style="list-style-type: none"> • Conferences • Keynotes • Panels • Breakout Sessions
<input checked="" type="checkbox"/> Media Fluency <ul style="list-style-type: none"> • Comfort • Competence • Sound Bites 	<input checked="" type="checkbox"/> Claim Your Name <ul style="list-style-type: none"> • Personal URL on Social • Name.com 	<input checked="" type="checkbox"/> ebooks	<input checked="" type="checkbox"/> Publishing <ul style="list-style-type: none"> • Traditional Books
<input checked="" type="checkbox"/> Personal Gravitas <ul style="list-style-type: none"> • Substance • Style • Reputation 	<input checked="" type="checkbox"/> Social Media <ul style="list-style-type: none"> • Twitter • Facebook • Pinterest • YouTube • Instagram • etc. 	<input checked="" type="checkbox"/> Podcasting & Webcasting	<input checked="" type="checkbox"/> Outside The Company <ul style="list-style-type: none"> • Causes • Boards • Philanthropy • Teaching

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BEING A SOCIAL CEO HAS GONE FROM REPUTATIONAL ADVANTAGE TO REPUTATIONAL MUST. SOCIAL MEDIA IS A CRUCIAL TOOL FOR EXECUTIVES TO ENGAGE WITH STAKEHOLDERS IN A WORLD WHERE NEARLY EVERYONE IS ONLINE. CEOs ARE INCREASINGLY EMBRACING SOCIAL MEDIA TO MAKE THEIR VOICES HEARD, TO LISTEN TO CONVERSATION AND TO HUMANIZE THEIR COMPANIES AND THEIR EMPLOYEES.

Andy Polansky
CEO, Weber Shandwick





Here's an assignment, list...:

- 3 words you would use to describe yourself
- Top 3 energizing skills
- 3 words that make you smile

GREAT ENGAGEMENT



**E
X
P
O
S
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R
E**



Thanks Jennifer McClure!

- **BOLD:** your pitch should show how you change the world
- **RELEVANT:** your pitch needs to relate to what you actually do
- **AUTHENTIC:** your pitch can be aspirational, but you have to live up to it
- **NOTABLE AND EASY TO UNDERSTAND:** your pitch should be concise and memorable, making people want to know more
- **DIFFERENTIATED:** remember, different is better than better

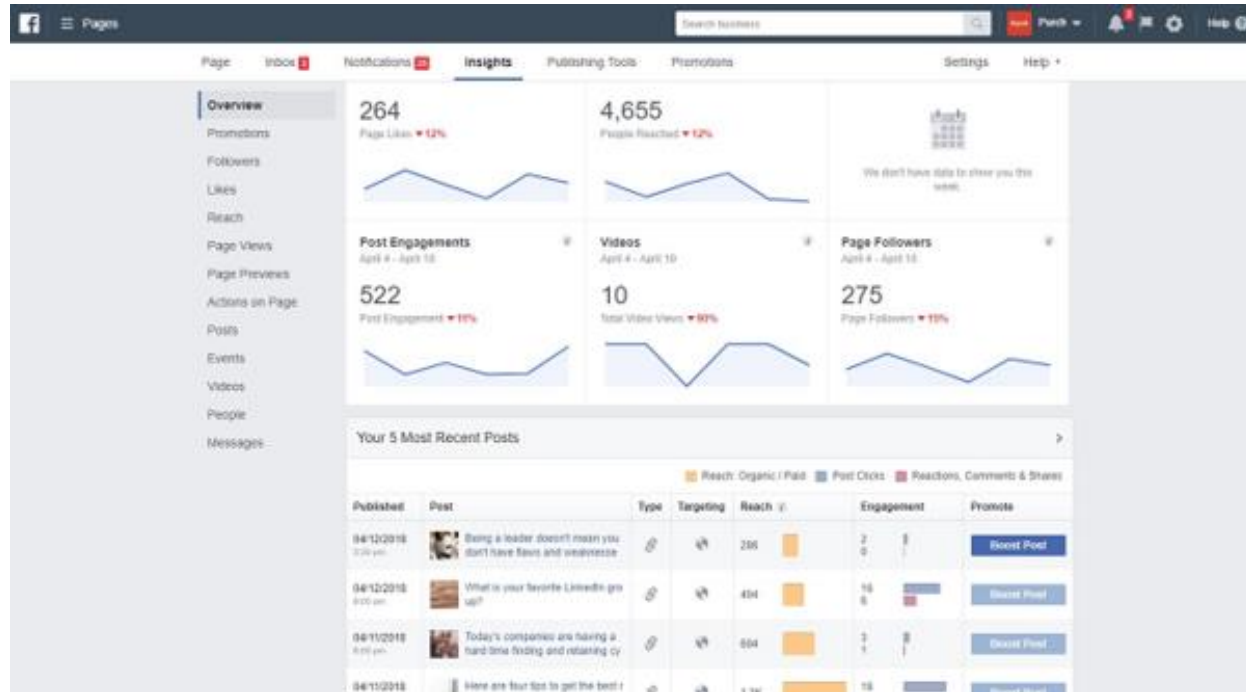




Keys to Success



Set Goals & Objectives



Build Competencies For Short-Term Crises And Long Term Positioning



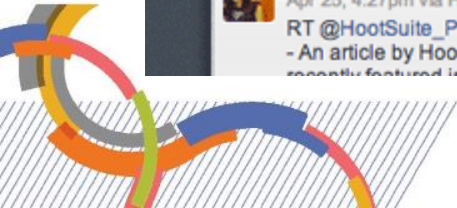
The screenshot displays the HootSuite Pro interface, divided into two main panels: Mentions and Sent Tweets.

Mentions Panel:

- dhatfield** (Apr 26, 3:09pm via HootSuite): @HootKristina me too! Can't wait to have you introduce folks to @HootSuite_Pro Appreciate your help to make #HootUpROA a success. :) [Show Conversation](#)
- HootVicky** (Apr 26, 11:00am via HootSuite): Check out our very own @HootKristina in action at Roanoke Higher Education Center to talk about @HootSuite_Pro ow.ly/ksMnm [1 retweets](#)
- Ada Juristovski responded to this**
- marissa_beatty** (Apr 26, 8:26am via Web): We've finally got @HootSuite_Pro - life is about to become a whole lot easier.
- HootLoveleen** (Apr 25, 4:27pm via HootSuite): RT @HootSuite_Pro: Rise of the Maple Syrup Mafia - An article by HootSuite CEO Ryan Holmes was recently featured in Fortune Magazine.

Sent Tweets Panel:

- HootSuite_Pro** (1:01pm via HootSuite): #MyDash ~ Ren Management has done a great job managing their online music communities. Learn how: - ht.ly/kxUZI
- HootSuite_Pro** (10:50am via HootSuite): #SocialMediaTip: Predict what people will read & share next on Twitter via @SocialMTips ht.ly/kzA
- HootSuite_Pro** (9:32am via HootSuite): Social Media in Government: The Dawn of Two-Public Discussion ow.ly/2wx7rr
- HootSuite_Pro** (6:29am via HootSuite): HootSuite Expands the App Directory with Zyncr, RankSpeed and ChatBack ow.ly/2wwRVK
- HootSuite_Pro** (Apr 29, 4:30pm via HootSuite): Learn how you can collaborate with your team member located on the other side of the world! Watch @Airbnb's story: ht.ly/kxQAG



Broaden Your Perspective



Make Your Key Employees Your Brand Influencers

 Tess M. Vismale, CMP, DES • 1st
#TechWhisperer | #Speaker | #StageManager | #EventExecutioner | #EventEvang...
1mo

Thank you [PCMA Headquarters](#) for including me among these stellar [#women](#).
[#internationalwomensday](#) [#womenshistorymonth](#)
[#eventprofs](#) ...see more

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[#PCMA](#) is proud to advance women in the [#BusinessEvents](#) industry every day while promoting [#inclusion](#) and [#diversity](#) in [#meetings](#) around the world.
...see more



15 Likes · 2 Comments

 Soraya J Herbert
Digital Media Enthusiast | #Blogger | #Speaker | #BossBabe | #Tra...
1w

Next month, I will be grabbing my coat and heading to [#STxTs19](#) in Banff, Alberta! This is my third time speaking at the SITE Texas Tech Summit and I am so excited to be invited back! This year, I will be leading two session ...see more



45 Likes · 13 Comments · 1,304 Views

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 1,304 views of your video

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LinkedIn® Social Selling Index



Social Selling Dashboard

in Share



Tess M. Vismale, CM...

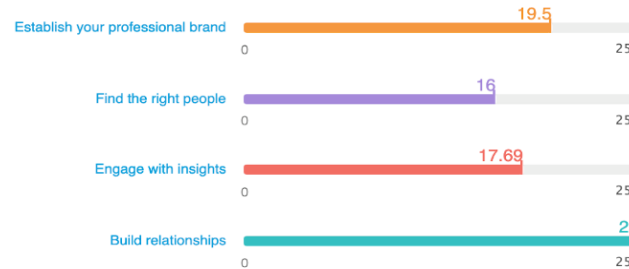
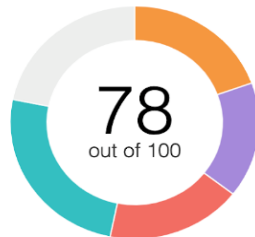
#TechWhisperer | #Speaker
|#StageManager |
#EventExecutioner |
#EventEvangelist | On-site
Event Management

Top 1 %
Industry SSI Rank

Top 1 %
Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



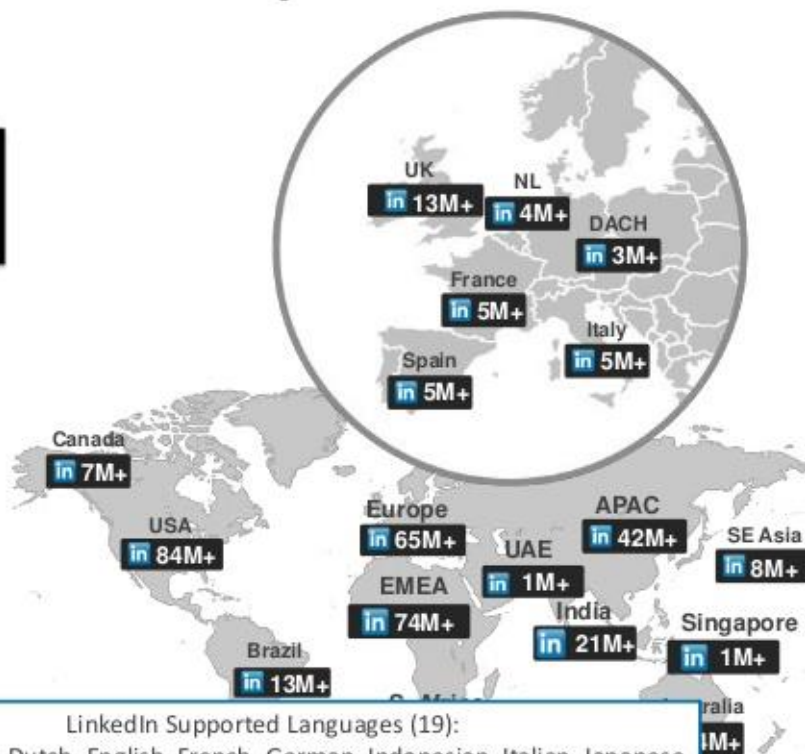
LinkedIn Global Membership

Continued Growth

↑ **37%** YOY

65%

Of LinkedIn members are outside of the US





LinkedIn Supported Languages (19):

Czech, Danish, Dutch, English, French, German, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Turkish.

Headline

Summary





Tess M. Vismale, CMP, DES • 1st


#TechWhisperer | #Speaker | #StageManager |
#EventExecutioner | #EventEvangelist | On-site Event
Management


Atlanta, Georgia

[Message](#) [More...](#)


 DAHLIA+ Agency

 Georgia Institute of
Technology


 See contact info

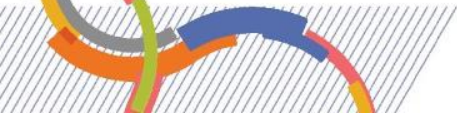
 See connections (500+)

It's a Bird...It's a Plane...It's Tess the Supplanner! With 20+ years of planning and execution experience, I have forged new territory and solidified my niche within the event industry. I thrive on-site managing event and tech merged with events is my passion. To serve my clients, I use my planner skills to on-site ...

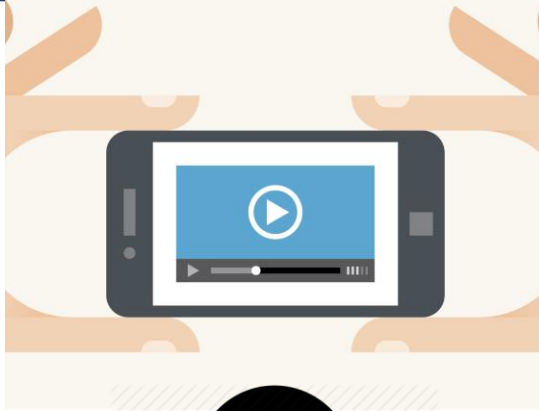


+8

[Show more](#) 



Types of Content



Create Company Social Media Policies



In a crisis...

32%

Senior
executives
lost their job

\$200bn

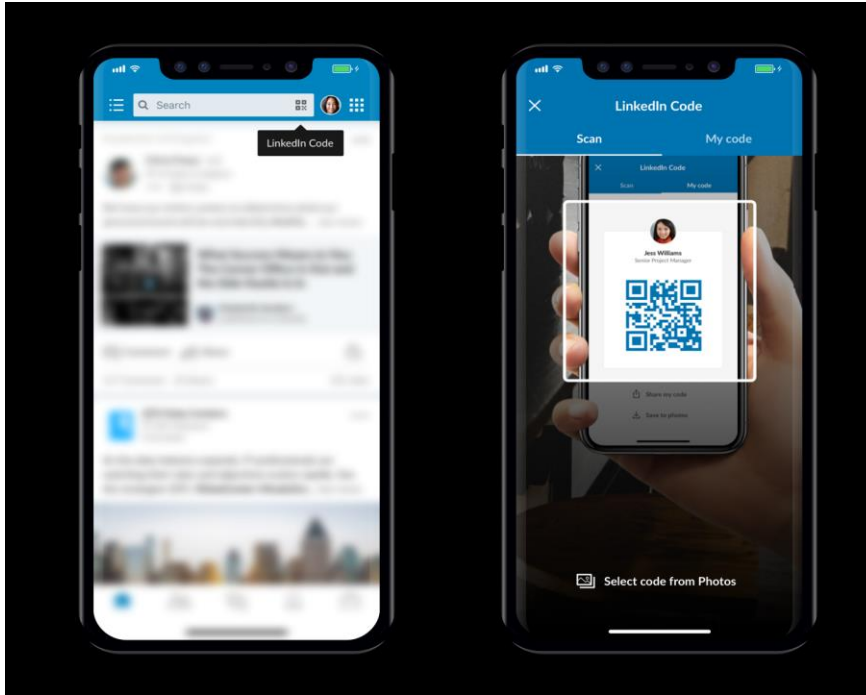
Total value
destroyed over
100 crises

14%

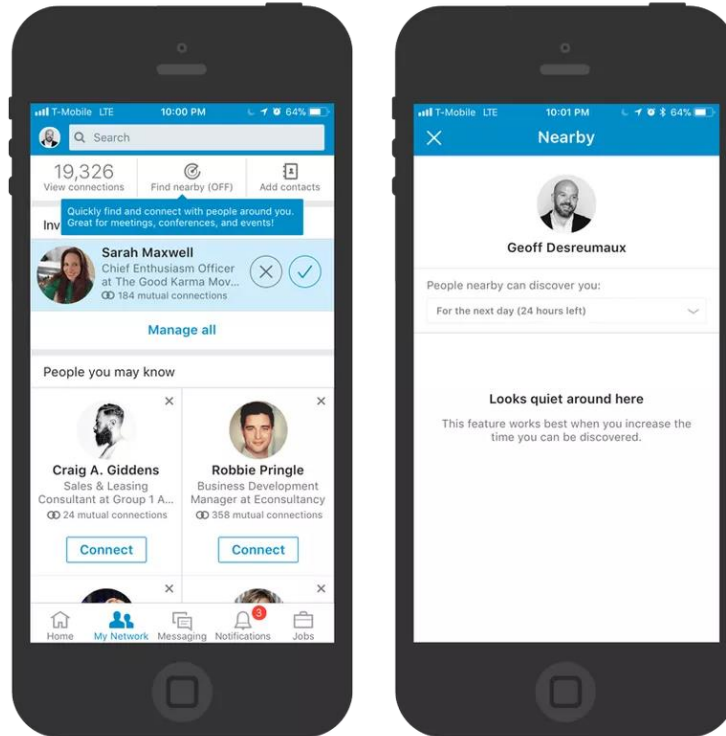
Of companies
went out
of business



Let's Connect on LinkedIn



Who's Nearby?



Key Presentation Take-Aways

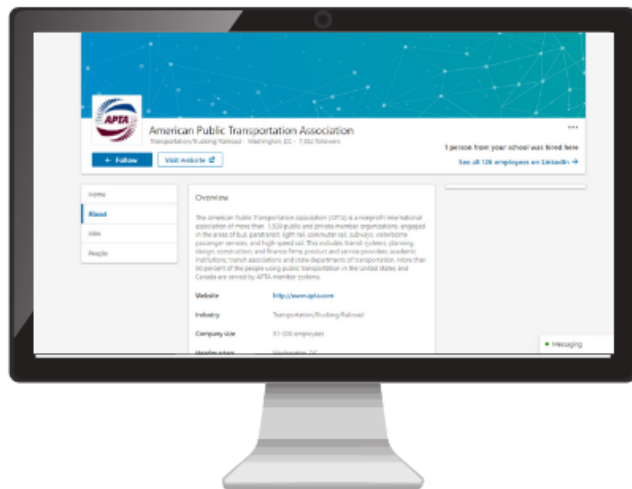
- You can't be the noun without doing the verb!
- Prefer the climb not the top of the mountain
- Don't create...DOCUMENT!
- It's all about Vulnerability Authenticity.
- You gotta love the process.





LINKEDIN CORNER

Improve Interactions. Build Connections. Increase Engagement.



SUNDAY, APRIL 14

7:30 AM - 1:30 PM

5:00 PM - 6:00 PM

MONDAY, APRIL 15

7:30 AM - 8:15 AM

9:00 AM - 3:00 PM

TRANSIT CEOs SEMINAR



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