

DR. ERIKA
BRODNOCK MBE

PERSONAL BRANDING CAMPAIGN



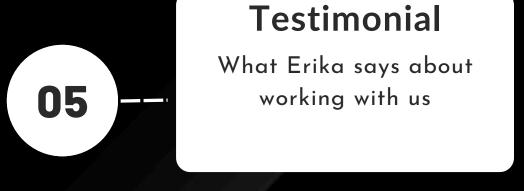
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### CONTENTS





# Intro to Erika



### Dr. Erika Brodnock MBE

Founder of Kinhub, a leading
Al workplace education
platform. Investor. Inclusivity
stalwart. Lifetime
Achievement award winner.

### Who is Erika?



Erika Brodnock MBE is a multi-award-winning entrepreneur, thought leader, and advocate for equitable innovation. As Founder and CEO of Kinhub, she leads the development of AI-powered solutions that put human wellbeing at the centre of workplace productivity.

A serial entrepreneur across tech, finance, and social impact, Erika's career is defined by breaking barriers and driving systemic change. She holds a Lifetime Achievement Award, an Honorary Doctorate in Technology, and was appointed MBE for services to diversity and technology.

She also co-founded Extend Ventures, acquired by Diversity VC in 2024, and serves as a Board Member, Governor, and advisor to organisations shaping the future of inclusive business and Al. Her insights have featured in the World Economic Forum, Bloomberg, and Harvard Business Review, establishing her as one of the UK's leading voices on technology, leadership, and equitable workplaces.

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# Our Brief

### The Brief

### **Core Aims:**

- 1. Elevate Erika's public reputation as a thought leader
- 2. Gain high engagement and followership
- 3. Drive commercial opportunities for her and Kinhub



### The Problem:

Erika's main obstacle has always been that as a busy entrepreneur, she doesn't have the time to invest in content creation. Secondly, LinkedIn had always been a key element of Erika's marketing machine, however the platform has changed dramatically in recent times. She needs a team who can capture her specific TOV, write carefully about sensitive topics, and who know how to leverage LinkedIn to facilitate growth and commercial return.

### **Our Solutions:**

- 1. Daily posting in order to ensure Erika stays top of feed and front of mind
- 2. A focus on what the algorithm currently craves: value-add content in specific formats
- 3. Monitoring industry news for appropriate reactive, ad-hoc content opportunities
- 4. Emotive storytelling around issues that are close to Erika's heart (and her mission)
- 5. Community management: engaging with other people's content to nurture relationships

03.

# The Content



## Before Ingrained



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The Secret to Building Fellowship

(It's not what you think)

Reflecting on fellowship over the last few days has given me food for thought.

Over the years, I've learned that the foundation of any successful relationship, whether personal or professional, is genuine connection.

And the key to connection? Listening. Really listening.

- PHere are my top 5 tips on how to become a better listener:
- Be present: Put your phone down, make eye contact, and give your full attention.
- Understand: Lean into the other person's perspective and seek to understand rather than simply waiting for your turn to speak.
- Clarify: Demonstrate your engagement with thoughtful questions that deepen your understanding of the other person's perspective.
- Validate: Acknowledge the other person's feelings and emotions, even if you disagree with them.
- Reflect: Summarise the main points shared to ensure you've understood them correctly.

Listening isn't just about hearing words; it's about truly connecting with another human being.

- P.S. What's your biggest challenge when it comes to listening? Share your thoughts in the comments!
- Share to help others build stronger relationships.
- A Follow Erika Brodnock for more.

#communication #listening #relationships #leadership #empathy #fellowship



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If you're making a to-do list, you're doing it wrong. (Keep reading to learn how to get it right...)

A today list helps you:

- Prioritise tasks
- ▼ Focus on what's important
- Not schedule anything that can't be done today

The key is not to make it too long.

Here's the 6 ways I make a killer Today List:

- Write down every task
- Prioritise in order of importance
- black Limit lists to 3-5 items
- B Schedule in breaks and family time
- of Focus on the most difficult item first
- Crush your today list

It's simple, but it works.

Try it.

If you need more motivation, consider this:

Today lists are used by the most successful people in the world.

So, start a today list now and watch your productivity skyrocket.

Let me know what's on your today list in the comments.

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1 comment



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10mo · 🕥

Just read an insightful HBR article on the challenges faced by working caregivers. Thank you for sharing it with me Susan Hooper! It's a must-read for any leaders who want to build a truly supportive and inclusive workplace. I've linked it in the comments.

At Kinhub, we're passionate about empowering all employees to thrive, including those juggling caregiving responsibilities. Our Al-powered coaching platform provides personalised support, resources to help individuals navigate the complexities of work and caregiving, and just-in-time learning to enable line managers to support their teams.

#EmployeeWellbeing #Caregiving #FutureOfWork #Kinhub



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9mo • 🔇

Want to know the secret of successful businesses?

Purpose.

Purpose drives results.

And, it's proven:

"An analysis of over 50,000 businesses showed that companies with a higher purpose outperformed the S&P 500 by over 10 times."

- So, how do you build purpose?
- 1. Understand your "why" your reason for being
- 2. Communicate your "why" make it clear to your team and customers
- 3. Commit to your "why" make values-led decisions

This is what sets businesses apart.

Are you ready to unlock your business's potential?

Start with purpose.

#businesstips #leadership #purpose

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2 comments

### Before Ingrained

- The content lacked emotional connection and personality
- The assets accompanying the posts were AI often generated
- There was a lack of reactive, ad-hoc content
- Community management was overlooked. Erika was posting and ghosting
- There was a lack of strategy behind posting patterns and times

### As a result of the above:

- Average engagement was extremely low
- Follower growth had stagnated at 14,000 for more than a year
- Impressions were the lowest they had been on her account
- Erika's LinkedIn account was serving little-to-no purpose as a commercial tool

## After Ingrained



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When I pitched Karisma Kidz on Dragons' Den, I walked into the room full of belief.

That the product was strong. That the problem was real. That the impact was clear.

But almost every Dragon said no.

One even told me it was "impossible" to do what I'd set out to do.

It hurt. It was public.

And for a moment, I questioned everything.

But rejection isn't the opposite of success - it's part of it.

Years later, I've

Built Kinhub; a company helping employees get the support they deserve.

Earned an MBE and other accolades.

And helped shape policy at the highest level.

Sometimes rejection is the redirection you didn't know you needed.

If you've ever been publicly underestimated: I see you.

Keep going

You don't need everyone to get it.

Just the right ones.



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A truly proud (and humbling) announcement:

I won the 2025 Lifetime Achievement Award for outstanding contributions to the tech sector •• ••

Awards are always something I'm grateful for, even if they're not the core aim of my work. However...

This one feels particularly touching, because the recognition comes from my community.

The Black Technology Achievement Awards exists to celebrate black role models and innovators within the tech sector, and to help illuminate the pathways to greater representation of the black community.

Much of the last 10 years of my career has been spent trying to improve outcomes for this very community.

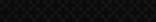
To be acclaimed by my peers for that feels almost like a 'this is it' moment. This is what it's all been for. Not the recognition itself, but the positive impact on others.

I'd like to thank everyone at the BTA Awards for this award, and to say a huge congratulations to the other nominees and award winners for driving change and being incredible role models.

So, that's the last 10 years. But it doesn't stop there.

This now begs the question: how much more impact can we create over the next decade?

Watch this space, and please follow along for regular updates on the work we're doing at Kinhub to create better workplaces for all.









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LinkedIn. I'm back.

Those of you who know me (or who have followed me for a while) will know that I used to be very active on LinkedIn.

But then: tumbleweed.

Consistency slipped. I stopped posting. Content became an afterthought.

Truth be told — life happened (and I have a LOT to share from the past year or so).

I was on here sporadically, watching from a distance, and in recent weeks I decided to throw myself back into actively posting.

What I've found since I returned has reminded me of exactly why I love this platform.

For the parity it gives each of us to share our thoughts and insights

For the education, the community, and the creativity

♥ For the online connections which, in many cases, become genuine connections in life and business

So, I'm relieved to be back into the swing of things (and am posting this to further hold myself accountable  $\ensuremath{\bowtie}$ )

I have a brilliant network of over 14.5k people, many of whom I've not yet spoken to personally.

In the interest of using LinkedIn exactly in the way it was intended — let's properly connect. I'll go first.

I am Erika Brodnock MBE.

Proud mother of 5. Tech entrepreneur.

Public speaker.

Advisor.

Psychology enthusiast.

Now...over to you!

I look forward to sharing with - and learning from - you all.

me for regular business leadership, Al and productivity insights

uce yourself in the comments (or via DM) if we're not yet ad!



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## After Ingrained



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3w • ⑤

Entrepreneurs build two companies at once.

### One is visible:

- O Draduet
- Customers
   Control
   Customers
   Customers
- Revenue
- ? Team

The other is invisible

Your resilience

- Your mind
- Your energy

Ignore the second, and the first eventually breaks.

Founders who last protect both.

They invest in their inner company with the same seriousness they invest in sales, funding, and growth.

Because the outside world only works if the inside world holds.

- + Follow me for daily entrepreneurship/leadership/Al content that helps you level up
- Repost to benefit your network
- Reach out if you want to explore how we help founders sustain the "invisible company" at Kinhub

# The Invisible Company EVERY Entrepreneur is Building

Dr Erika Brodnock MBE



kinhub



Swipe to learn more →

€2© You and 296 others

91 comments

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3w • 🕥

How to hold your vision when no one else sees it

There will be times when belief runs low.

Investors will doubt.

Customers will hesitate.

Even your own team may question it.

In those moments, you need discipline more than enthusiasm.

Write your vision down.

Say it often.

Anchor yourself to the reason you started.

Filter feedback — and act on patterns, not noise.

Keep moving forward, even when no one is clapping.

Because the people around you don't need to see the vision yet. They need to see you holding it.

- + Follow me for daily entrepreneurship/leadership/Al content that helps you level up
- Repost to benefit your network
- Reach out if you want to talk about leading through doubt

o Hold Your Vision When Nobody Else Sees It. • 7 pages

### How to Hold Your Vision When Nobody Else Sees It.

r Erika Brodnock MBE





Swipe to learn more →

1/7 •-

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2w • (2)

Most people don't fail because they can't do it. They fail because they stop too soon.

The pitch that didn't land.

The investor who said no.

The customer who walked away.

Each moment whispers: quit.

But the founder who lasts long enough to hear "yes" is the one who's still standing after everyone else has left.

Erika Brodnock MBE

Most people don't fail because they can't do it. They fail because they stop too soon.

4

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## After Ingrained

- Content strategically mixes personal, network-nurturing shares with posts providing tangible value and thought leadership
- Accompanying assets are designed in line with formats that we know works on LinkedIn (e.g. carousels)
- The tone of voice we've adopted is consistent and feels 'authentically Erika'
- We ensure to respond to **comments** on Erika's post quickly, whilst also commenting on relevant posts within her niche

### As a result of the above:

- Engagement has soared well above the averages for an account of Erika's size
- Multiple PR and speaking opportunities have landed in Erika's inbox
- Erika was awarded with a coveted LinkedIn Top Voice badge just 3 months into our campaign
- Conversations have been stimulated with people within Kinhub's ICP
- Erika's following has increased to over 18,000 in 4 months, breaking the prior stagnation
- Other metrics such as impressions and shares are higher than they've ever been on Erika's account

# 

### ROI

Below is a list of tangible Returns On Investment that Erika has seen from her campaign

- LinkedIn Top Voice Badge (bi-annual invite only), in recognition of top class content and thought leadership
- Paid speaking opportunities arriving by DM
- PR articles and columns published
- Podcast invitations
- Deals for paid promotional content on LinkedIn
- A fast-growing community of advocates
- Positive feedback from industry peers

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### Dr. Erika **Brodnock MBE**

Founder, Kinhub & Public Speaker

Key wins: LinkedIn Top Voice badge, press features, increased brand awareness, inbound leads







Freddie and the Ingrained team have gone above and beyond to deliver the highest level of service. They've captured my tone of voice perfectly, engagement on my content is the highest it's ever been, visibility is up for my business, and the process is completely seamless.







# Personal Branding that actually delivers results.

freddie@ingrained.digital