



MAKE IT MATTER

SPEAK UP. NOT SIDEWARS.

A STRATEGIC PLAYBOOK FOR BUILDING VISIBILITY & INFLUENCE

FOR PROFESSIONALS READY TO ELEVATE THEIR VOICE,
BUILD AUTHORITY, AND LEAD CONVERSATIONS THAT MATTER.

You're In! Welcome to The Make It Matter System

Make It Matter offers **two signature courses** for high-performing professionals navigating what's next. Whether you're building your brand or landing your next role.

1. **Speak Up. Not Sideways** is a professional visibility accelerator for high-performing professionals who want to be seen, heard, and remembered for the value they bring.
2. **Pivot With Purpose** is a strategic job search and career transition system for professionals ready to rebrand, re-enter, or reinvent their next chapter.

Each course is made up of **four core modules**. Every module is standalone and sold separately or you can take all four as a complete system.

Think of each module as a focused outcome. It's the strategic shift or capability you're building. Every module is standalone and sold separately, or you can take all four as a complete system. Start where you need, or complete all four for the full transformation.

Inside each module are **four key moves**. These are the actionable steps that take you from insight to execution, one decision at a time.

Whether you're leveling up or changing direction, there's a Make It Matter path for you.





Nicky McHugh

WHY I CREATED MAKE IT MATTER™

Most professionals already know what they bring to the table. But when it comes to positioning that value: sharply, credibly, and in a way that moves things forward — there's often no real system.

Make It Matter™ was created to fill that gap. It's not coaching. It's a structured, strategic way to connect your voice, value, and visibility so you can lead with purpose and move forward with confidence. It's for professionals who want to build momentum without having to figure it all out alone.

Speak Up. Not Sideways.™ is the visibility track inside **Make It Matter™**.

It helps professionals turn credibility into presence on LinkedIn, in conversations, and in the way they're remembered.

Each module stands on its own, but together they form a complete visibility system: from brand clarity to platform strategy to lasting influence.

Built for professionals who are ready to be seen for what they bring without second-guessing or starting from scratch.

Focused. Actionable. Built to Matter.



Before We Dive In.

A note on Usage and Intellectual Property

We put real time, care, and experience into building this system, and we ask that you treat it with the same respect. What follows is a brief note on how this content is meant to be used, shared, and protected.

The Make It Matter™ system including all course content, frameworks, worksheets, and brand language — is proprietary and protected under intellectual property rights.

This program is licensed for individual use only. Please don't reuse, reproduce, or republish the materials without written permission.

The language, structure, and strategies inside this course reflect original thinking and hard-earned experience.

If you respect the work, please respect the ownership.

Thanks for showing up with integrity.





Welcome to Speak Up. Not Sideways.

A Strategic Playbook for Building
Professional Visibility & Influence

You're here because what you say — and how you show up — matters. Whether you're stepping into a bigger role, expanding your platform, or simply tired of being overlooked, this playbook is built for you.

Speak Up, Not Sideways™ is a strategic, actionable course for professionals who want to lead with intention and be recognized for what they bring. You'll get the frameworks, tools, and language to position yourself credibly, build trust with the right people, and turn visibility into real momentum.

Let's get to work.



Learning Objectives

01

Clarify what you want to be known for. And understand why that matters.

02

Identify your core strengths and themes that define your professional value.

03

Build your personal brand foundation that aligns to your future, not just your past.

What you'll find in this Module



Module 1: **Brand Like You Mean It**

Move 1 - **Brand Lens Audit**

Identify the themes and value in your experience

Move 2 - **The 3-Pillar Framework**

Define your expertise, perspective, and trajectory

Move 3 - **Brand Blueprint**

Craft a clear, usable brand statement

Move 4 - **Audience Alignment**

Identify who matters and how to reach them

Module 01

Brand Like You Mean It

SPEAK UP. NOT SIDEWAYS.

BRAND LENS AUDIT

THE 3-PILLAR FRAMEWORK

BRAND STATEMENT BLUEPRINT

AUDIENCE ALIGNMENT





Start Here.

YOUR BRAND ARCHITECTURE IS WHAT
ENABLES YOU TO SET THE STAGE.

Why Brand Architecture Matters

01/03

People are forming impressions based on what you show, say, and signal.

But here's the difference:

When your brand is strategic, not just organic, it becomes a magnet for the right opportunities.

This section gives you the structure to:

- Define what you want to be known for
- Connect your past to your next chapter
- Make your message land with decision-makers, not just peers

Because executive presence isn't just how you show up—it's what people remember when you leave the room.



Brand Architecture in Action

02/03

Without it:

A smart leader gets passed over for a board seat—because their digital presence doesn't reflect their strategic value.

A seasoned exec struggles in interviews—because their story is framed around past roles, not future relevance.

A founder doesn't get the invite—because they've built a product, but not a point of view.

With it:

A CMO lands a keynote—because their LinkedIn content made the conference come to them.

A VP builds visibility beyond their org—because their brand message travels further than their title.

A consultant 2x's referrals—because their brand positioning is crisp, memorable, and trust-building.



What Brand Architecture Looks Like

03/03

Satya Nadella didn't overhaul Microsoft by reinventing his personality. He led with clarity—anchored in a brand architecture that made his leadership both credible and distinctive.

His **expertise** in cloud transformation and systems thinking shaped his strategy.

His **perspective** that empathy is a leadership advantage became a cornerstone of company culture.

And his **trajectory** from engineer to global CEO to public voice on AI and inclusion positioned him as a leader whose influence reaches far beyond tech.

He doesn't need to explain who he is.

His presence, decisions, and communication reinforce it—consistently.

That's the power of brand architecture.

It doesn't just describe your value. It shapes how you lead, how you're seen, and what comes next.

The source of
innovation is
empathy.

— Satya Nadella





Move 01

Brand Lens Audit.

FIND YOUR FOCUS. SPOT YOUR EDGE.

Grab Your Workbook! Let's Get Real.

01/05

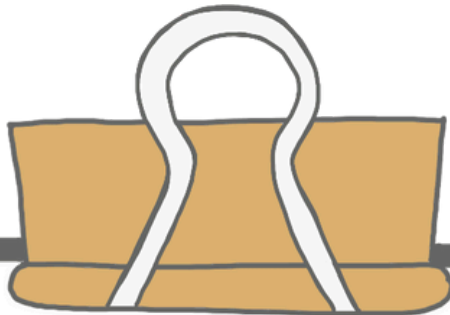
Before you build your brand, you need to recognize what's already there.

This audit helps you uncover the themes, strengths, and signals that define your value—so you can lead with clarity, not guesswork.

Let's get your **Brand Lens Audit** underway.

Notice What Shows Up

02/05



TO DO

Find your question prompts in your workbook.

SPOT YOUR PATTERNS

ENERGY CHECK

WHAT DO YOU WANT TO BE KNOWN FOR



Look For What Repeats

03/05

Ready to unpack this?

Find the prompts to guide
you in your workbook.

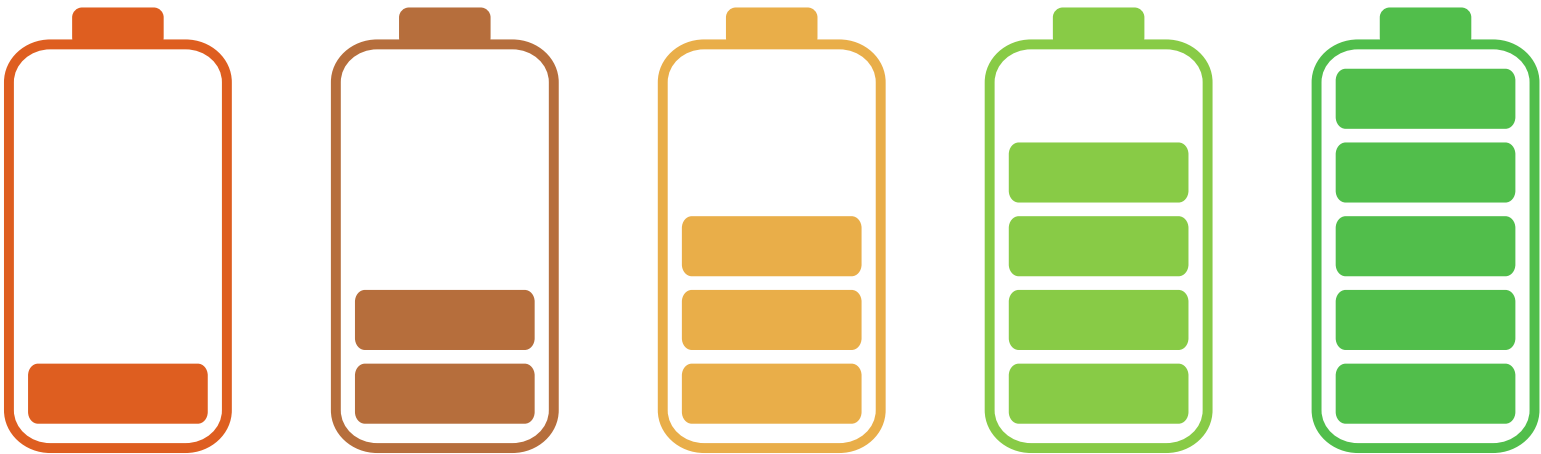
SPOT YOUR PATTERNS

ENERGY CHECK

WHAT DO YOU WANT TO BE KNOWN FOR

Find What Lights You Up

04/05



SPOT YOUR PATTERNS

ENERGY CHECK

WHAT DO YOU WANT TO BE KNOWN FOR



Hone in on Your Signal

05/05



SPOT YOUR PATTERNS

ENERGY CHECK

WHAT DO YOU WANT TO BE KNOWN FOR

BRAND LIKE YOU MEAN IT | BRAND LENS AUDIT



Take Action. Now.

Review your workbook notes. And with those insights in mind, use these thought starters as a way to incorporate these new learnings into your weeks ahead:

- What themes or strengths showed up more clearly than you expected?
- Where are you undervaluing something that others consistently recognize in you?
- What part of your past story no longer fits—and needs to be left behind?
- What energizes you now that deserves more space or visibility?
- What's one small shift you can make this week to align your time with your brand direction?



Move 02

3-Pillar Framework.

BUILD YOUR BRAND FROM THE INSIDE OUT.

Grab Your Workbook! Let's Get Real.

01/04

Your Brand, Built to Last.

Strong executive visibility doesn't come from catchy bios or clever headlines. It comes from clarity. Being clear about who you are, how you think, and where you're going.

This framework gives you three durable pillars to shape a brand that resonates with decision-makers and reflects your value with authority.

Expertise. Perspective. Trajectory.

These aren't buzzwords. They're the foundation of how you'll show up—consistently, credibly, and intentionally.

Understand What Makes You Credible

02/04



EXPERTISE

PERSPECTIVE

TRAJECTORY



Frame How You See The World

03/04



EXPERTISE

PERSPECTIVE

TRAJECTORY



How to Shift to Future Facing

04/04

Your brand should reflect movement.

Trajectory is about connecting your past and present to where you're going next.

It's what makes your brand future-facing, not just backward-looking.

You don't need a five-year plan.

But you do need a direction.

EXPERTISE

PERSPECTIVE

TRAJECTORY

Take Action. Now.

Review your workbook notes. And with those insights in mind, use these thought starters as a way to incorporate these new learnings into your weeks ahead:

- Which pillar feels the strongest—and which needs sharpening?
- Does your expertise align with how others introduce or perceive you?
- Is your perspective visible in how you show up (online and in rooms)?
- What's the signal you're sending about your trajectory—intentionally or not?
- What's one step you can take this week that reinforces all three pillars?