



Move 03

Brand Blueprint.

SAY IT CLEARLY.

Grab Your Workbook! Let's Get Real.

01/08

Your brand statement is your leadership headline.

It's not a tagline.

It is a positioning tool that quickly tells people what you bring, what you believe, and where you're going.

In this section, you'll build a statement that feels clear, credible, and fully you—no jargon, no fluff, no clichés.

Whether you're in a meeting, on a panel, or writing your LinkedIn headline—this is the line that lands.

What Your Brand Statement Does

02/08

Why Your Brand Statement Matters

A strong brand statement gives people a clear sense of:

- What you do best (your core value)
- Where you're headed (your future focus)
- How to talk about you (referrals, intros, positioning)
- What to expect from your presence (online and off)

If your message feels scattered—or people don't "get" what you bring

CRAFTING A CLEAR BRAND STATEMENT

REAL LIFE EXAMPLES

YOUR BRAND STATEMENT FRAMEWORK

BRAND LIKE YOU MEAN IT | BRAND BLUEPRINT



What Brand Statements Look Like

03/08

I lead high-growth teams through operational scaling, with a focus on systems, culture, and long-term value.	I'm known for translating complex policy issues into clear, actionable narratives that shape perception and drive influence.	I bring order to chaos—using structured thinking to guide product teams through rapid transformation and early-stage growth.
I turn data into strategic storytelling, helping mission-driven organizations align insights with action.	I help senior leaders show up with clarity and credibility—on stage, online, and inside the organization.	I'm focused on building platforms—not just products—by connecting technical depth with customer insight.
I focus on the human side of transformation—helping organizations evolve without losing trust, talent, or purpose.	I lead change with empathy and accountability, especially in complex, matrixed environments.	I lead with precision and perspective—streamlining global operations to unlock growth in highly regulated industries.



“I’m known for [expertise], shaped by [perspective], and focused on [trajectory].”

- What’s the expertise you’re most known for?
- What belief, lens, or principle shapes your work?
- What kind of opportunities, conversations, or impact are you moving toward?

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Capture Your Expertise

05/08

This part of your Brand Statement answers the questions:
What are you known for? What do people rely on you to do really well?

To help get you in that mindset feel inspired by the examples below:

I am known for ...

- 1. Building systems that scale
- 2. Leading teams through change
- 3. Turning insights into action
- 4. Navigating complexity and ambiguity
- 5. Solving the right problem quickly
- 6. Crafting high-impact messaging or stories
- 7. Operationalizing strategy
- 8. Translating between technical and non-technical audiences
- 9. Driving growth without losing focus
- 10. Managing sensitive or high-stakes issues
- 11. Leading multi-stakeholder initiatives
- 12. Connecting dots others don't see

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Capture Your Perspective

06/08

Here we explore:

What’s your lens on leadership, business, or the work you do?

To help get you in that mindset feel inspired by the examples below:

My work is informed by my belief that ...

- 1. Empathy is a leadership advantage
- 2. Trust moves faster than fear
- 3. Simplicity is a strategic edge
- 4. Culture is more powerful than control
- 5. Great execution beats perfect planning
- 6. The right question matters more than the right answer
- 7. Leadership is about clarity, not certainty
- 8. Momentum comes from focus
- 9. People remember how you show up
- 10. Reputation is shaped by behavior, not messaging
- 11. Attention is earned—credibility is built
- 12. Values are revealed under pressure

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Capture Your Trajectory

07/08

And finally we need to shift you into your future.

These prompts provide some forward momentum by asking:

Where are you going? What direction are you signaling?

To help get you in that mindset feel inspired by the examples below:

As I think about what’s next, I see myself ...

- 1.Moving toward more strategic impact
- 2.Expanding into board and advisory work
- 3.Shifting from internal focus to external influence
- 4.Building a reputation beyond your company
- 5.Taking on more visible leadership roles
- 6.Scaling a business or platform with purpose
- 7.Growing influence in your industry or market
- 8.Leading at the intersection of business and policy
- 9.Mentoring the next generation of leaders
- 10.Elevating your voice as a thought leader
- 11.Focusing on mission-driven or meaningful work
- 12.Becoming known for clear thinking in complex environments

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Bring It All Together

08/08

**“I’m known for [expertise], shaped by
[perspective], and focused on [trajectory].”**

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Does it Land?

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:

- Does your current headline (LinkedIn, bio, intro) reflect what you want to be known for?
- Is your brand statement clear enough that someone else could repeat it with confidence?
- Are you trying to say too much—or not enough?
- Where are you hiding behind titles instead of leading with value?
- What's one place you can test or use your new brand statement this week?



Move 04

Audience Alignment.

SPEAK TO POWER. SIGNAL RELEVANCE.

Grab Your Workbook! Let's Get Real.

01/04

You don't need to reach everyone.

You just need to reach the people who matter.

This section helps you identify your real audience: the decision-makers, gatekeepers, peers, and amplifiers who influence your opportunities.

When your brand speaks directly to them, you stop blending in—and start landing.

What Audience Alignment Does

02/04

You can't join the conversation if you don't know who you're speaking to.

One of the biggest reasons visibility efforts fall flat?

They're aimed at the wrong audience—or everyone at once.

When you're unclear on who truly matters, you end up:

- Posting content that gets likes but not leads
- Speaking in generalities that don't move decision-makers
- Missing the chance to build credibility in the right rooms

Audience alignment is what turns visibility into momentum.

It ensures your energy, messaging, and presence are focused where they can actually create opportunity.

WHO YOU'RE REALLY SPEAKING TO

THE INFLUENCE RIPPLE

BRAND LIKE YOU MEAN IT | AUDIENCE ALIGNMENT



Knowing Who Matters: Four Key Groups

02/04

Leaders

The people with budget, influence, or authority to open doors

Advocates

Trusted voices whose endorsement, attention, or interest can elevate your visibility.

Peers

The colleagues and collaborators who shape your reputation inside your industry

Amplifiers

Connectors, and platforms that expand your reach

WHO YOU'RE REALLY SPEAKING TO

THE INFLUENCE RIPPLE

BRAND LIKE YOU MEAN IT | AUDIENCE ALIGNMENT



Who Needs to Know My Name?

02/04

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Let's figure this out together.
The prompts you need are in your workbook.

WHO YOU'RE REALLY SPEAKING TO

THE INFLUENCE RIPPLE



Who Would Advocate For Me



You don't have to figure this out alone.





The next step is waiting in your workbook.



WHO YOU'RE REALLY SPEAKING TO

THE INFLUENCE RIPPLE



Who Needs to Know My Name?

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We'll do this together using the prompts in your workbook.

WHO YOU'RE REALLY SPEAKING TO

THE INFLUENCE RIPPLE



Influence Starts Close. Impact Goes Far.

02/04

Your voice doesn't just land once. It echoes.

When you're intentional about how and where you show up, your message begins to ripple outward: from direct connections to extended audiences, and from individual impact to industry credibility.

This isn't about going viral.
It's about building measured,
meaningful momentum—
starting at the center and
scaling outward.



WHO YOU'RE REALLY SPEAKING TO

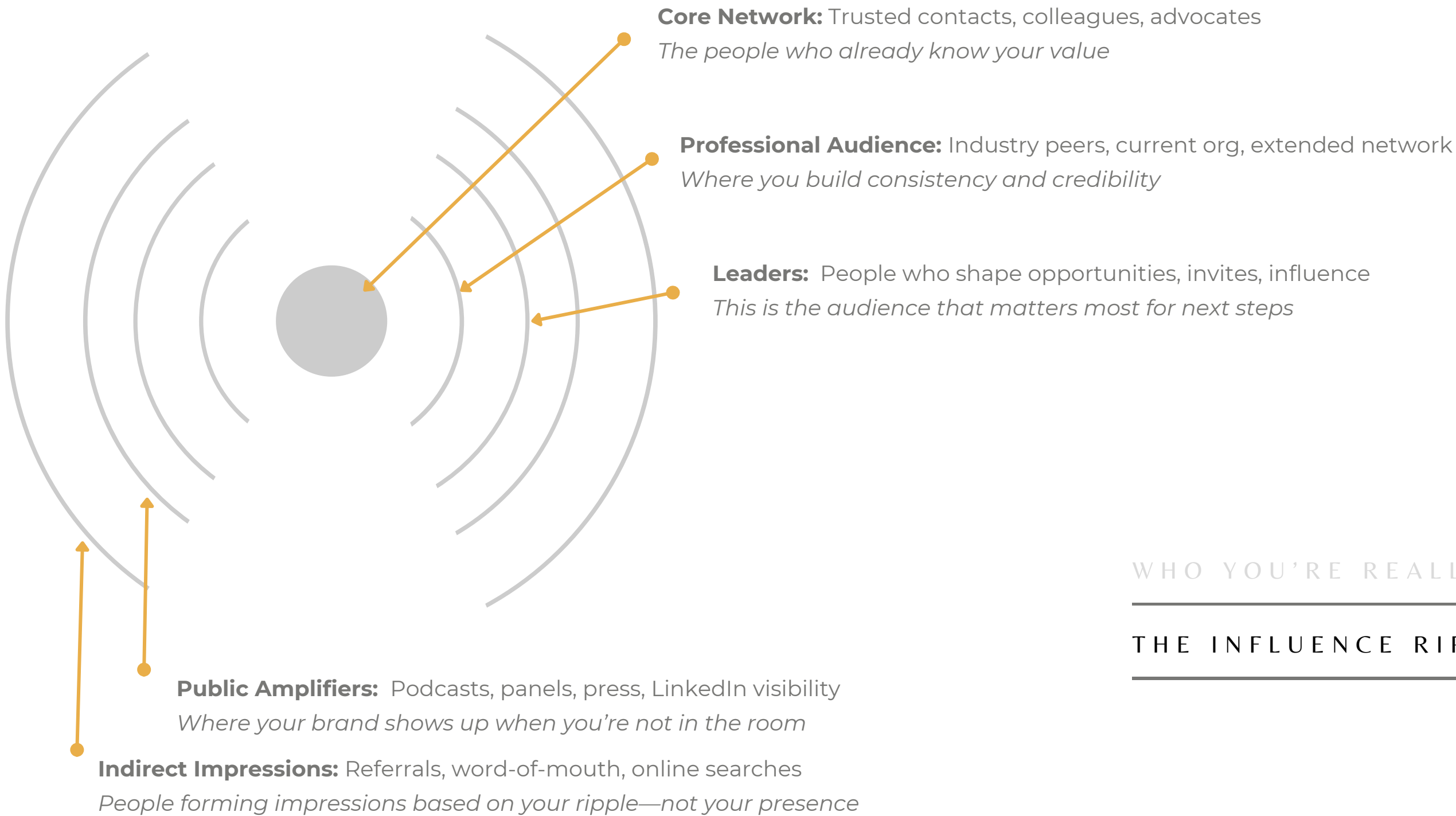
THE INFLUENCE RIPPLE

BRAND LIKE YOU MEAN IT | AUDIENCE ALIGNMENT



Understanding the Ripple Layers

02/04



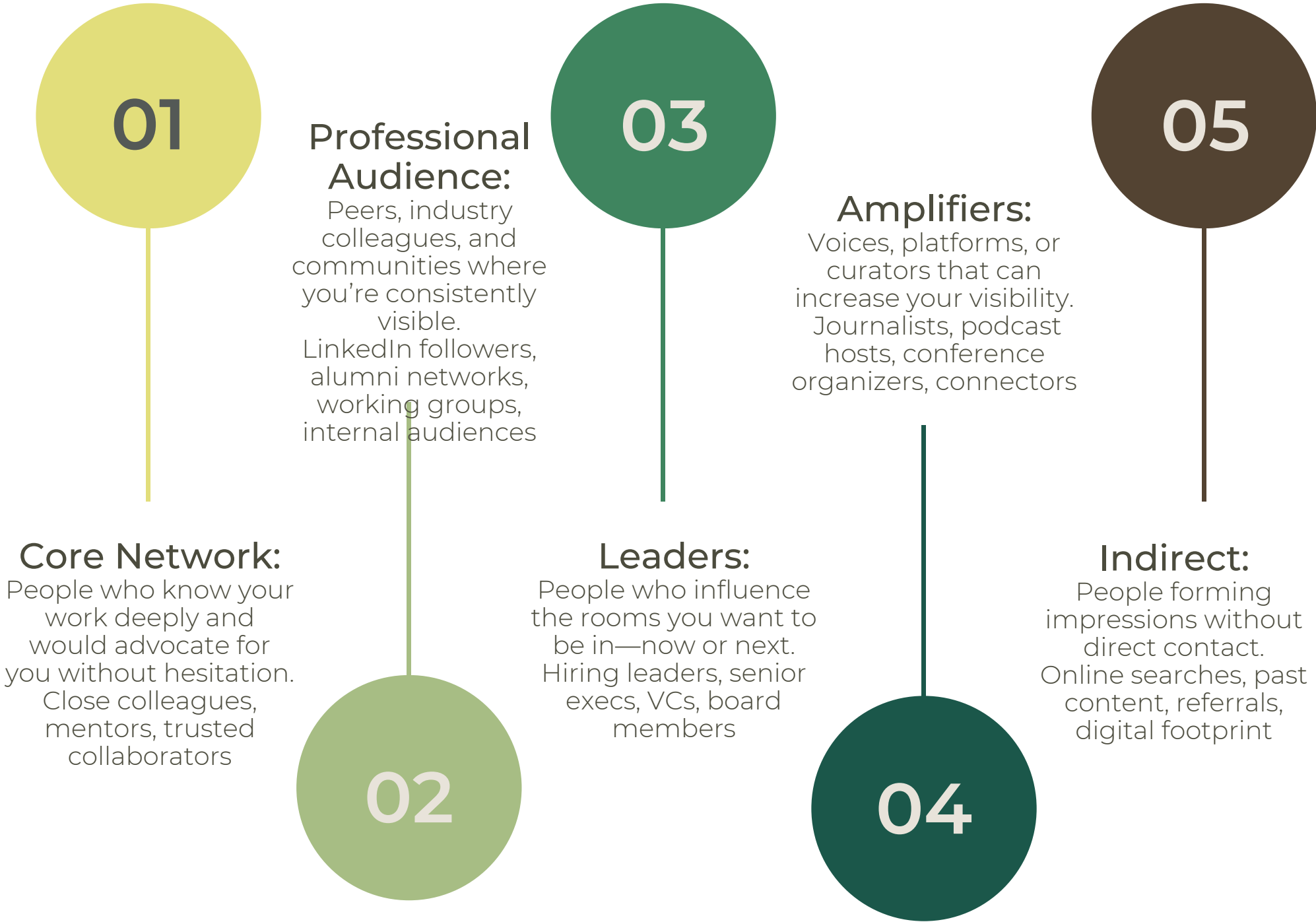
WHO YOU'RE REALLY SPEAKING TO

THE INFLUENCE RIPPLE



Map Your Influence Ripple

02/04



WHO YOU'RE REALLY SPEAKING TO

THE INFLUENCE RIPPLE



Where's Your Gap?

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:

- Identify one audience group you've been under-serving
- Choose one way to reach or re-engage that group this week
- Ask yourself: Is my message landing in the room that matters—or just echoing in the one I'm already in
- Where are you strong—and where are you invisible?
- What's one small action you can take this week to move your influence outward with intention?



06

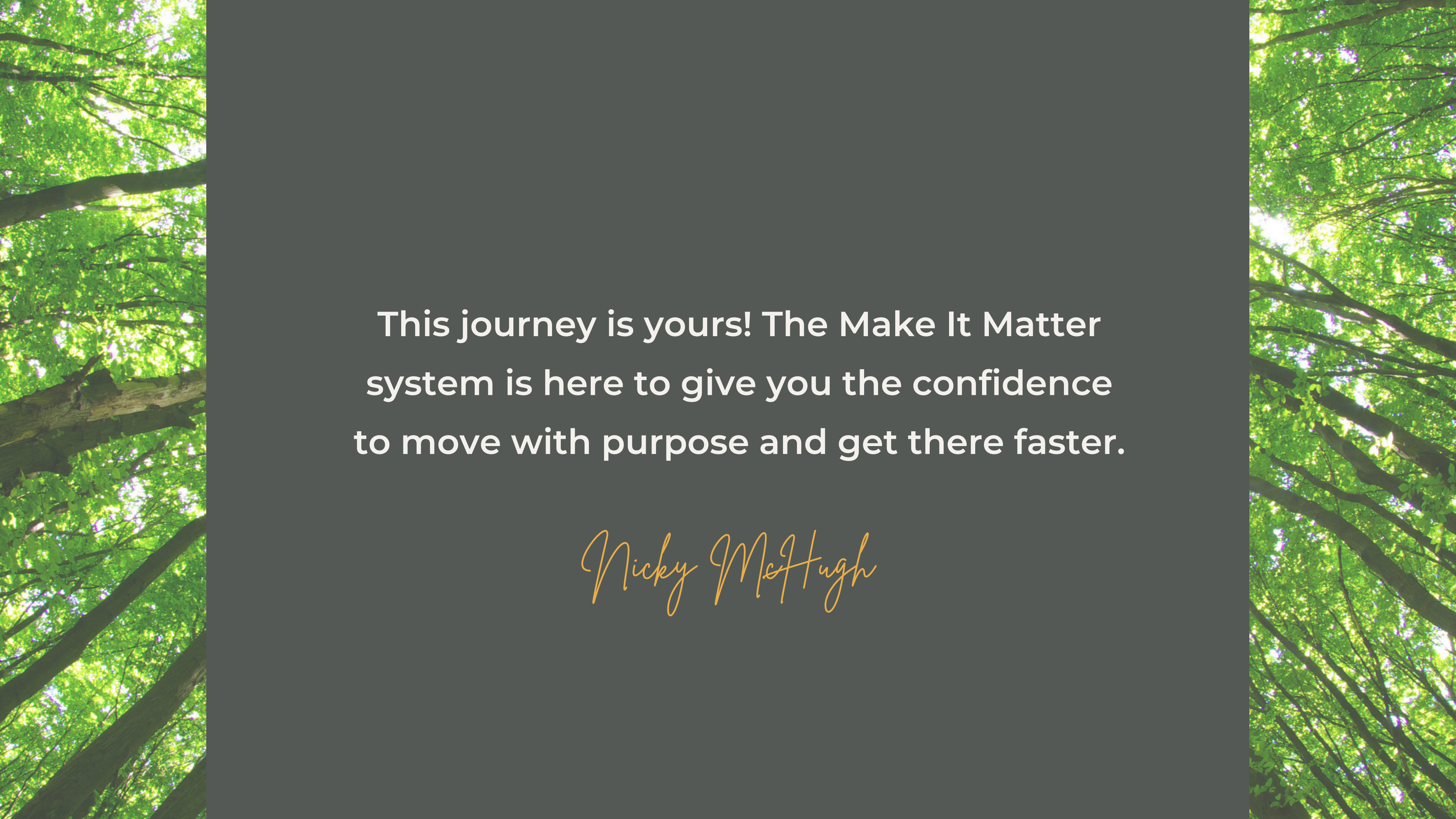
Wrap Up.

CONNECT THE DOTS. STEP FORWARD.

Recap of Learning Insights

<p>Your brand isn't just a headline—it's a system.</p>	<p>Clarity builds confidence. When you define your brand pillars, your message sharpens.</p>	<p>Credibility grows from alignment. Your voice, presence, and reputation need to reinforce each other.</p>
<p>Your brand already exists, it's just waiting to be clarified.</p>	<p>People don't just need to know what you do—they need to know how to think about you: A strong brand frames your value in a way that's easy to remember and repeat.</p>	<p>You're not trying to say everything. You're choosing what matters most.</p>
<p>People don't just need to know what you do—they need to know how to think about you.</p>	<p>Audience alignment ensures the right people are paying attention—and hearing the message you meant to send.</p>	<p>The strongest personal brands don't chase attention. They earn trust, signal value, and stay consistent.</p>





This journey is yours! The Make It Matter
system is here to give you the confidence
to move with purpose and get there faster.

Nicky McHugh

What's Next?

LinkedIn With Intent.

You've built your brand architecture—your message, your value, your direction.

Now it's time to bring it to life where it matters most: in how you show up, speak up, and get seen.

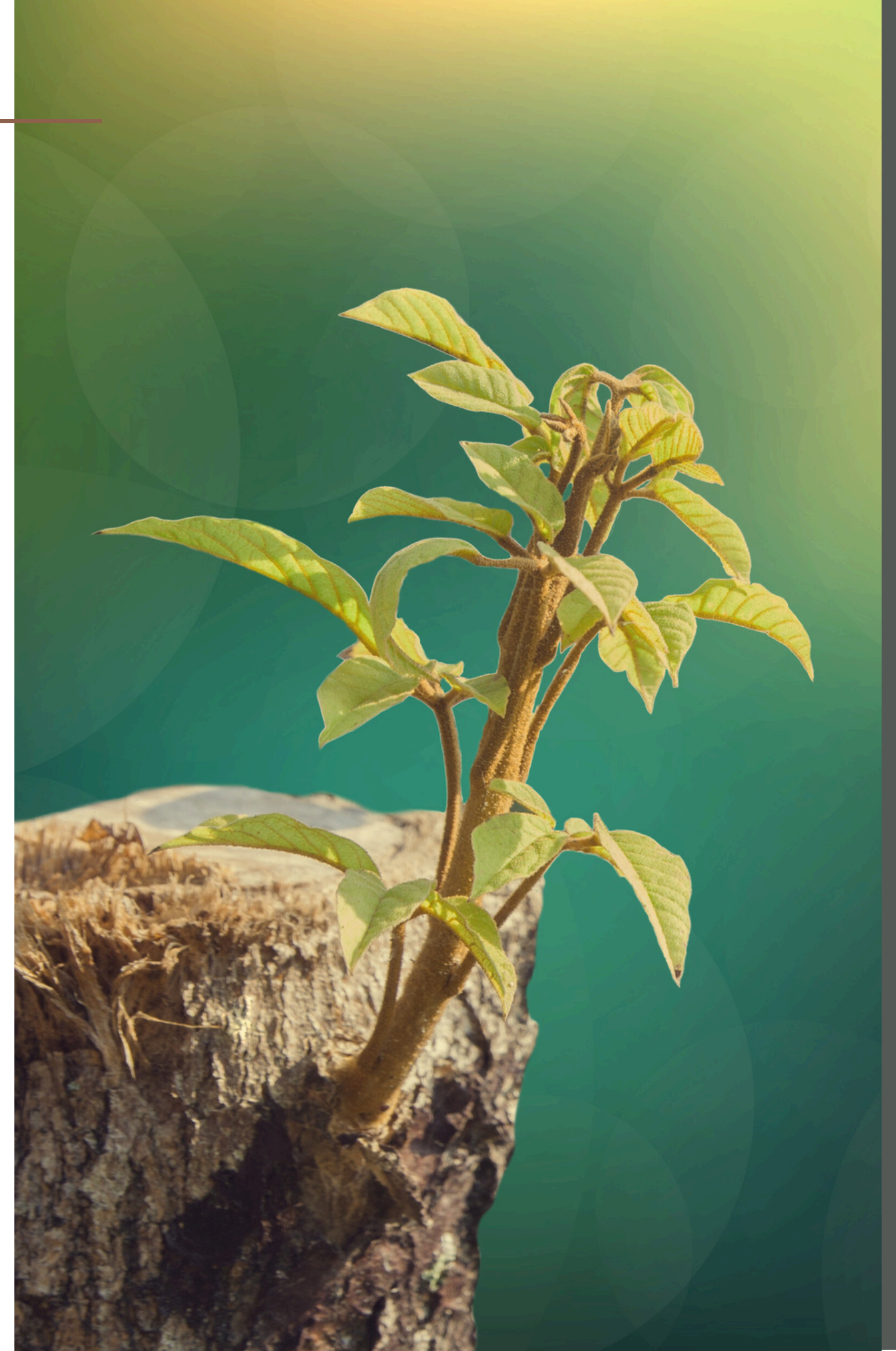
LinkedIn with Intent helps you:

- Align your profile with your brand
- Share content that reflects your voice
- Engage in ways that grow trust and visibility

A clear brand is your foundation.

LinkedIn is how you make it real—and make it resonate.

Let's turn your brand strategy into visible leadership.



Thank You

for making it matter.