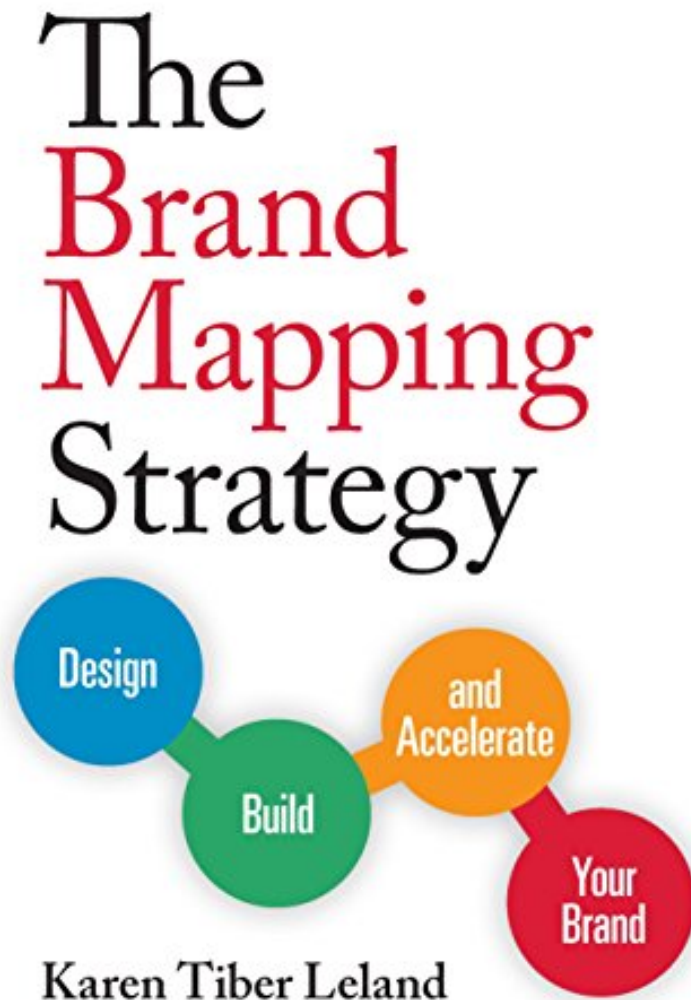


(Pdf free) The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand

The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand

Karen Leland

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A fundamental paradigm shift has occurred in marketing and branding. Today the most successful CEOs, executives, entrepreneurs and enterprises set their sites on developing a long-term platform instead of a short-term strategy that supports and builds buzz for their personal or business brand. That's really the key to the new business mindset the recognition that branding and marketing are an ongoing, steady stream of small efforts, not a series of gigantic pushes. Social media, blogging and other business development activities both online and off are about the persistent, ongoing process of building a platform, creating credibility and increasing the number of people that you funnel into your potential client and network pipeline. Converting those people into clients or fans may take a month, a year or two years, but the new mindset leads you to strategies that will keep that pipeline full. In short, you need to start a bunch of small fires to keep your brand burning hot. How can today's CEOs, executives and entrepreneurs keep these fires going and powerfully get their messages across, motivate others to action and be authentic all while simultaneously shepherding initiatives from creation to implementation in high-demand markets? CEO, executive and team branding are key factors that enable effective leaders to achieve peak performance, gain greater influence in their industries and generate increased engagement within their companies. By creating a brand (business or personal) by design instead of default, leaders and companies bring their brand promise into every interaction across the board. A personal, team or business brand is not just a single statement or a clever quip but a multilayered, congruent narrative told across multiple channels online and off within the organization and to the business community at large. The power is in knowing how to tell the story. The book will introduce CEOs and executives in Fortune 500 companies and entrepreneurs in SMBs to the SMG Brand Mapping Process, a process that will guide them in creating personal, team and business brands that work in harmony and parallel with each other.

How can you make a brand synonymous with leadership, intelligence, and integrity? Karen Leland answers these questions and more with insight, warmth, and wit. This is a book that will help you raise your profile and turn heads. John Paul Rollert, Harvard Extension School Every executive should read *The Brand Mapping Strategy*. It will open their eyes to what their full potential is, transform how they portray themselves, open doors to opportunities they aspire to, and ultimately inspire their teams and organizations to perform and achieve for a higher purpose. Nina Lualdi, Sr. Director of LATAM Innovation Cisco From the personal to the corporate, from large organizations to small, *The Brand Mapping Strategy* is a critical market advantage for the bold and ambitious. Alan Weiss, Ph.D., bestselling author of *Million Dollar Consulting* With characteristic wit, charm, and relatable anecdotes, Karen Leland's *The Brand Mapping Strategy* swiftly whisks the reader through the steps necessary to establish themselves and their business not only as a thought leader, but a true leader. This is an important read for anyone building a business, with something to say, or who desires to be truly heard. Binta Niambi Brown, Fortune magazine's 40 Under 40 and Founder of Big Mouth Records and Fermata Entertainment In this fast-changing, highly competitive era, it's more important than ever to know who you are and express it with distinction. Karen Leland's *The Brand Mapping Strategy* clearly and powerfully shows today's CEO how to create a personal brand that has a dramatic impact not only on their reputation, but the reputation of their companies. Ken Dychtwald, Ph.D., Bestselling author of *Age Wave* Building a personal brand is one of the essential skills for survival now and in the future. In *The Brand Mapping Strategy*, Karen Leland has provided a roadmap for every entrepreneur and CEO that is looking to master his or her brand, and turn it into a profitable competitive advantage. Stewart Emery, International bestselling author of *Success Built to Last* Karen Leland's *The Brand Mapping Strategy* is a must read for any C-level executive. It is full of practical advice for any leader looking to enhance their executive presence and transform their team. Marjorie Hutchings, CIO of State Fund Insurance *The Brand Mapping Strategy* has taken the mystery out of branding and provides a roadmap for any small-business owner, entrepreneur, or CEO to dramatically elevate both their personal and company brands. Adam Markel, CEO of New Peaks, formerly Peak Potentials *The Brand Mapping Strategy* captures the heart of what it means to have an authentic brand and how to powerfully and profoundly get there. I highly recommend it! Lynne Twist, Bestselling author of *The Soul of Money* *The Brand Mapping Strategy* is an exceptional book for those who truly want to build effective brands, rather than just talk about it. Candid and practical, Karen Leland's emphasis on a research-based approach to brand building is a valuable guide for executives at every level. Nathan Richter, Partner at Wakefield Research In *The Brand Mapping Strategy*, Karen Leland provides insider secrets to creating a world-class brand. Leaders will be inspired to transform not only the expression of their own brand, but that of their team and company. Olivia Fox Cabane, Author of *The Charisma Myth* No matter what business you are in you don't just read *The Brand Mapping Strategy* study it and use it as your personal tool to set yourself, your company, and product apart from the pack. Dave Austin, International

bestselling author of *Be A Beast* Karen Leland's dynamic and no-nonsense perspective clearly outlines how to effectively put your personal brand into action using visual, intellectual, and emotional capital! The step-by-step insights and guidelines she shares on how to differentiate yourself as a brand and enhance your brand equity are spot on and essential in today's ultra-competitive world of branding. A must read for anyone who wants to stand out amongst the clutter by creatively promoting their brand attributes and relevantly communicating their full brand potential!

Thomas W. Merchant, Former International Marketing Communications Manager of Peugeot Automobiles, Paris, France