

VIP Executive Branding: A Career reboot



Randi S. Bussin

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Randi provided me with a clear and achievable road map and her direct and caring style quickly earned my trust. She's a master at her craft.

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The Challenge

*Steve's 20-year professional services practice took a major hit in the wake of the 2009 financial crisis, when many of his corporate client champions were laid off or retired. Suddenly, Steve had lost the majority of his clients. He struggled to fix things on his own, but by 2014, Steve knew he needed to reboot his business quickly. To compound matters, the last five years had left Steve feeling burnt out.

The Solution

With feedback and insights from the in-depth Reach360 personal branding survey, Randi was able to show Steve how clients and colleagues perceived his personal brand. Over the years, Steve's professional service offerings had become diversified as clients sought him out for a wider variety of projects. Broadening his offerings after the financial crisis was a necessity, but becoming known for too many things over time diluted his brand and made it difficult to attract targeted prospects. The survey revealed that Steve was suffering from Brand Drift.

Together, they assessed which attributes would help Steve to stand out and attract his target audience. To understand the source of Steve's career dissatisfaction, Randi guided him to discover which aspects of his work gave him the most satisfaction fulfillment and which tasks dragged him down. With renewed focus and passion, Steve found his mojo and was able to hone his messaging and offerings.

Fired up and excited, Randi guided Steve through revising his LinkedIn profile, marketing collateral and website to showcase the work he most wanted to do and target the best the kind of clients.

The Results

Steve's newfound clarity and insight allowed him get crystal clear about his differentiation and focus his business development efforts. Knowing which type of clients he wants to work with, and which he does not, keeps Steve moving in the right direction. And, with the help of a targeted LinkedIn profile and marketing collaterals, his professional services business is now receiving several inquiries a week.

And best of all, Randi helped Steve to reinvigorate his career by rediscovering the work that puts a spring in his step everyday.

*Name has been changed to protect the client's identity

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