



Your personal brand speaks for you when you aren't in the room.

What does your brand say about you today?

Customized personal branding services are delivered in person or virtually,
depending on the executive's preference.

90-day Branding for CEOs, Divisional Executives, and High-Profile Leaders	Included
CAREER NAVIGATOR ASSESSMENT Set the stage for success with a targeted assessment and customized action plan for your market vertical	✓
LEADERSHIP ASSESSMENT This assessment uncovers the leader's interests and behavior style to optimize future planning, performance, and relationship building	✓
MOTIVATORS (VALUES) ASSESSMENT Helps the leader feel and act congruently in their communications to optimize visibility and personal brand externally and internally	✓
360REACH ASSESSMENT Used by 20% of Fortune 100 companies to uncover the leader's brand as others perceive them, including strengths and weaknesses	✓
BOARD DOCUMENTS Branded CV, bio, and optimized LinkedIn profile to open doors to the best decision-makers	✓
VALUE PROPOSITION A crystal-clear value proposition that supports performance and communication for the leader when pursuing a career transition or preparing for a major event (such as an IPO), and you need to attract the right audience	✓
IDEAL COMPANY PROFILE Gain clarity on the type of organization you are targeting to clear a faster path for a company that matches your values and meets your requirements	✓
IN-PERSON OR VIRTUAL MEETINGS Services are delivered in a confidential, safe, and non-judgmental environment	✓
LINKEDIN NETWORKING DEMO RECORDING A strategy for connecting with the appropriate decision-makers to help facilitate preliminary conversations that will open doors	✓
EXIT STRATEGY A reusable process for protecting your reputation upon your exit from your company, board, or philanthropic organization	✓

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Serving clients globally since 2011

Sail into your next-level role with ease

The 90-day Brand for Leaders

What you get:

- ⇒ A personal brand you can use with the media, your investors, employers
- ⇒ A professional networking strategy to build relationships beyond your established networks
- ⇒ A portfolio of door-opening collateral, including CV, bio, and LinkedIn strategy

What will be different:

- ⇒ Renewed confidence in your skills, abilities, and thought leadership
- ⇒ Validation of your established brand/reputation to help you stand out
- ⇒ An personal go-to market strategy for your next role, investment, or board opportunity

What's required:

- ⇒ Access to you by phone or Zoom for one hour per week for 12 weeks
- ⇒ Commitment to provide metrics and information
- ⇒ Your ability to execute on the plan

The investment is 10K USD.

To determine if this is the right fit, secure a personal and confidential conversation with Maddison at maddison@westgatecareercoaching.com.

"By uncovering my brand and unique value proposition, we piqued the interest of investors so I could purchase a business. My transition from a 250K employee to a high 6-digit business owner in less than 9 months speaks volumes."

— Business Owner, East Coast Canada

