



# Personal Branding for Building Trust

How Founders, Innovators and Experts can use LinkedIn to increase visibility and trust in their vision

In an increasingly virtual world, your LinkedIn profile makes your first impression on your clients, partners, peers and even your hiring candidates. They view your LinkedIn profile to determine exactly what you can do, and why you can be relied on to do it. Leaders today can build trust and grow relationships with a powerful profile and a clear strategy for the content they post.

Using a unique superhero-inspired method, you'll learn tips for how to increase visibility for your leadership strengths and become known for your unique areas of expertise.

In a full-day workshop you will:

- Define your superpower to differentiate your personal value proposition
- Create your backstory to win trust in your dedication and purpose
- Select content pillars and quick post formats to win buy-in for your future vision

**“A powerful, clear personal brand wins trust in your expertise and leadership so you can increase visibility and achieve impact faster online and beyond.”**



**Laura Fleming Schulte** | Enabler, Go To Market & Digital Brand Expert

With over 20 years experience in transformation, digital growth strategy and innovation marketing, Laura knows the business value of trust. A startup-to-IPO executive and award-winning B2B editor, she uses storytelling and customer-centric strategies to position brands and leaders, optimize the sales pipeline and create trust for innovation and growth. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 30 25 76 20 52 72** or book us [here](#).