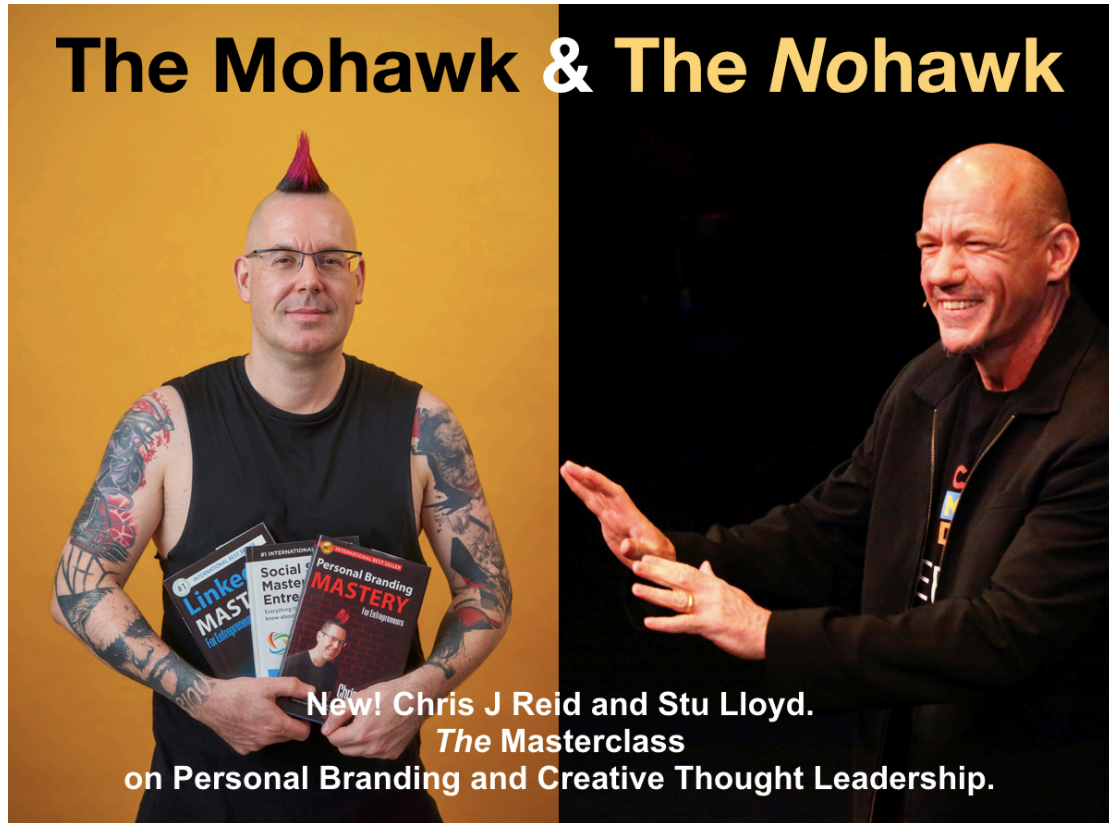


The Mohawk & The Nohawk



For the first time together ever – two creative leaders reveal their top secrets of Personal Branding and Creative Thought Leadership.

What you'll learn from Chris, the most recommended entrepreneur on LinkedIn and No.1 personal branding expert on LinkedIn: **How you can maximize and enhance your personal branding on and beyond LinkedIn.**

'I thoroughly enjoyed Chris' LinkedIn presentation - he is incredibly knowledgeable and is such an inspirational speaker. He's witty, energetic and certainly understands LinkedIn very well. And, if you don't have his new book, you must get it!' Jane Jackson, Sydney.

What you'll learn from Stu, 'the perfect storyteller' (The Telegraph, UK): **How to find your 'VOICE' online and offline, and make your ideas resonate to captivate, convince and convert better as a thought leader.**

'Seldom have I seen such a great storyteller captivating the audience like Stu did, and making them ask for more.' Arpin Biswas, Mumbai.

Chris will cover 10 Top Tips for How to Enhance Your Personal Brand On and Beyond LinkedIn:

- How to enhance your personal brand on and beyond LinkedIn
- How to become a thought leader on and outside of LinkedIn
- How to become a keynote speaker and exploit that on LinkedIn
- How to become a bestselling author and amplify that on LinkedIn
- How to optimize a YouTube channel and use videos on LinkedIn
- How to make yourself attractive for that non-exec position on LinkedIn
- How to present yourself as a leader on LinkedIn
- How to win clients and investors on LinkedIn
- Employer/company branding
- Content marketing/thought leader elevation

Stu Unleashes you with Tips, Tools and Techniques to Articulate your Purpose and Passion, and make it Resonate and Ripple:

- The 5-step 'YOUUnique VOICE' system to make you memorable and compelling
- Amplifying your voice with blogs, podcasts, books, speaking engagements.
- Developing your engaging elevator pitch (3Ws template)
- Finding your authentic purpose and articulating your 'why'
- Finding your intersection where the magic happens
- Personal Storytelling format to build instant trust and empathy (3Ts template)

A power-packed, electrifying half-day (4hr) session from two unique and authentic voices who live and breathe their own brand stories successfully. Not just theory – actual evidence of practical results that will transform your team's executive presence.



Delivery fee for in-house corporate sessions: USD 20,000/15,000 Euros.

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To book The Mohawk and The Nohawk Transformative Masterclass:
stu@hotheads-innovation.com or chris@blackmarketing.com