

■ THE  
■ REPUTATIONS  
■ AGENCY

# Building your Personal Brand as a Director

**Niamh Boyle, CEO and Founder**  
The Reputations Agency

The Westbury Hotel, 5<sup>th</sup> October 2023

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- **REPUTATIONS**
- AGENCY

We are a strategic reputation, communications and public relations agency, established in 2004.

We partner with our clients to audit, build and activate brand, purpose and reputation strategies.

We have been the exclusive Irish Associate to The RepTrak Company since 2009 – the respected global thought leader in reputation with 25 offices worldwide.

We are part of WPP's Global Wunderman Thompson Network.



## Niamh Boyle

Founder and CEO  
The Reputations Agency

### Professional Experience

- 30 years' experience in strategic reputation management, corporate communications and public relations.
- An expert and pioneer of reputation management in Ireland.
- Provides senior reputation counsel to some of Ireland's leading organisations, advising and developing reputation strategies that protect and build their businesses, often through transformational and challenging times.

### Board experience

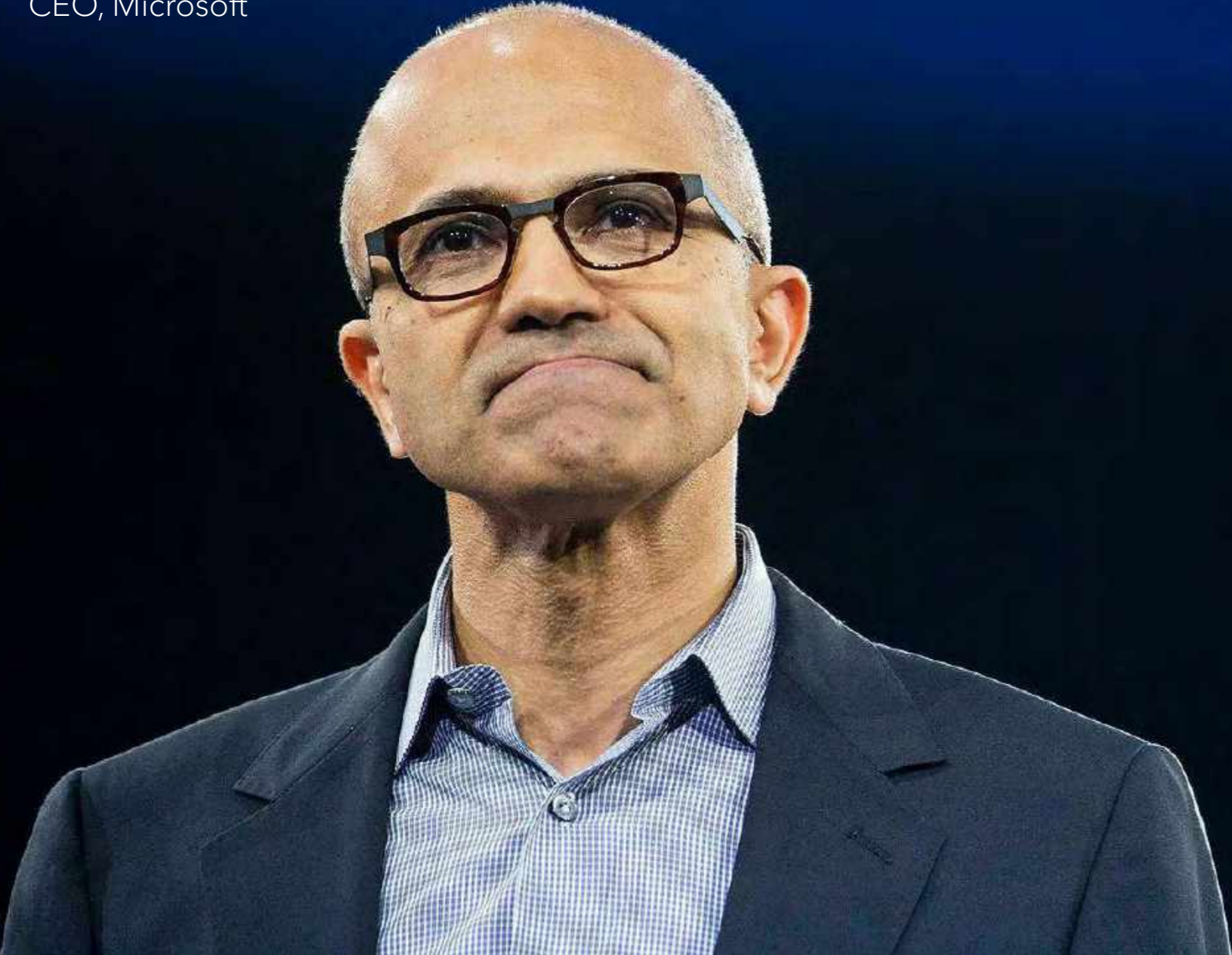
- Board & Council member, Dublin Chamber of Commerce 2013 to 2023
  - Chair of the Dublin Global Reputation Taskforce, Dublin Chamber 2019-2021;
  - Member, Sustainability Taskforce, Dublin Chamber of Commerce 2019 to 2023,
- President / Chair and Board member, Chambers Ireland 2016 - 2021.
- Chair, The Friends of St. Luke's Cancer Care and Trustee / Board Member since 2016.
- Director, The Reputations Agency, 2004 to present

### Qualifications:

- Diploma in Corporate Governance (Distinction), UCD Smurfit Executive Education.
- MSc in Business Studies (First class honours) , UCD Smurfit School of Business.
- Leading Professional Services Firms, Harvard Business School Executive Education.
- Higher Diploma in Education, Trinity College Dublin
- BA, University College Dublin.

# Satya Nadella

CEO, Microsoft





# Arianna Huffington

Co-Founder of The Huffington Post  
Founder and CEO of Thrive Global



# Michael O'Leary

Group CEO, Ryanair





# Christine Lagarde,

President of the European Central Bank





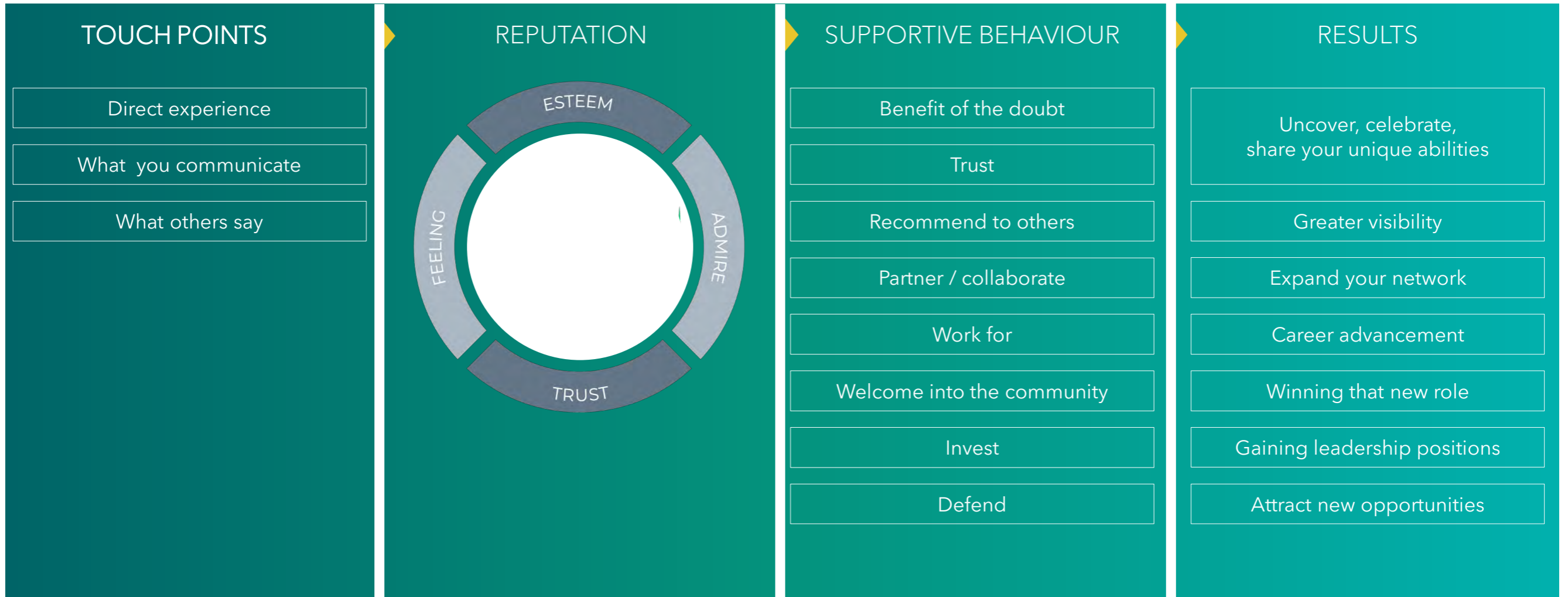
# Irish Rugby Team





# Why should we care about our personal brand or reputation?

Reputation drives supportive behaviour amongst important stakeholders.  
This support allows you to achieve results.



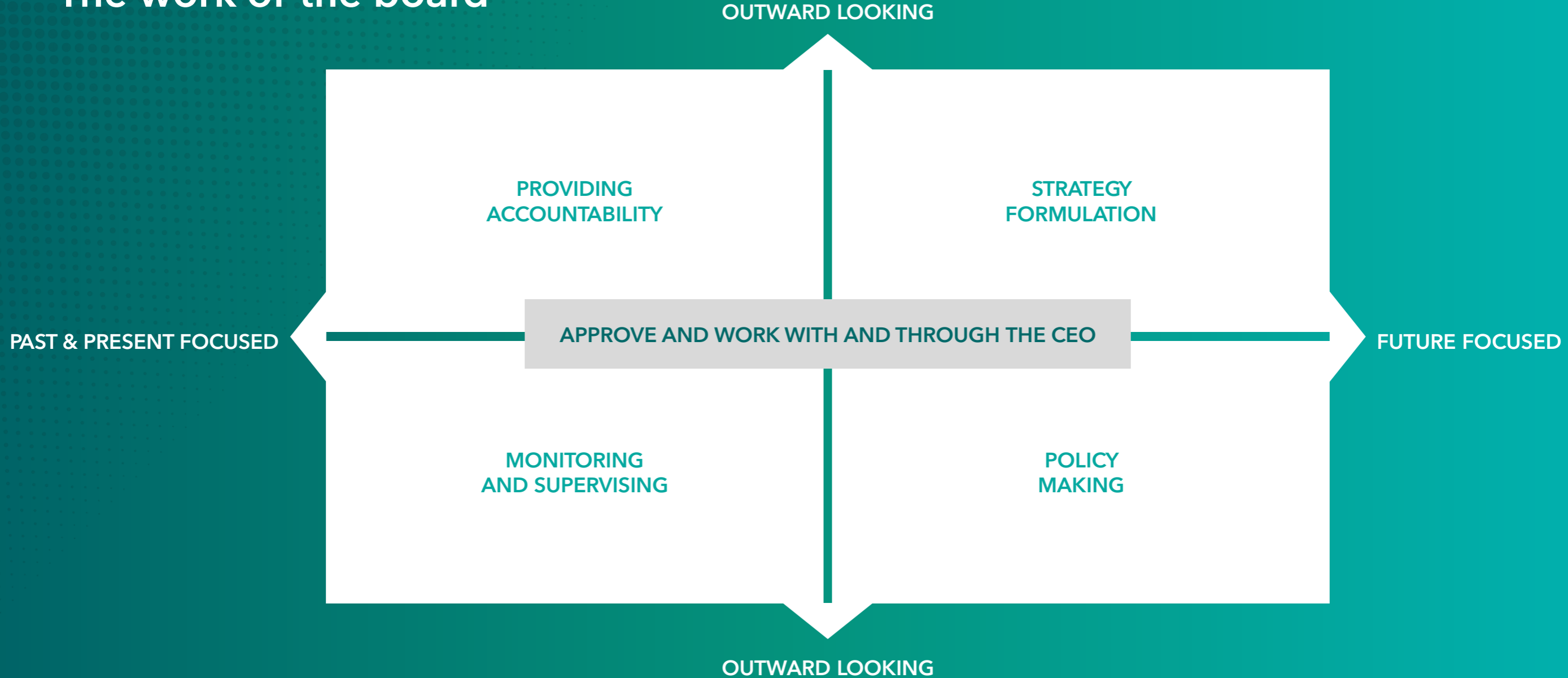
How do you translate your unique personal brand  
**into a personal brand as a director?**



How do you translate your unique personal brand  
**into a personal brand as a director?**

A few things to consider...

# Think about The work of the board



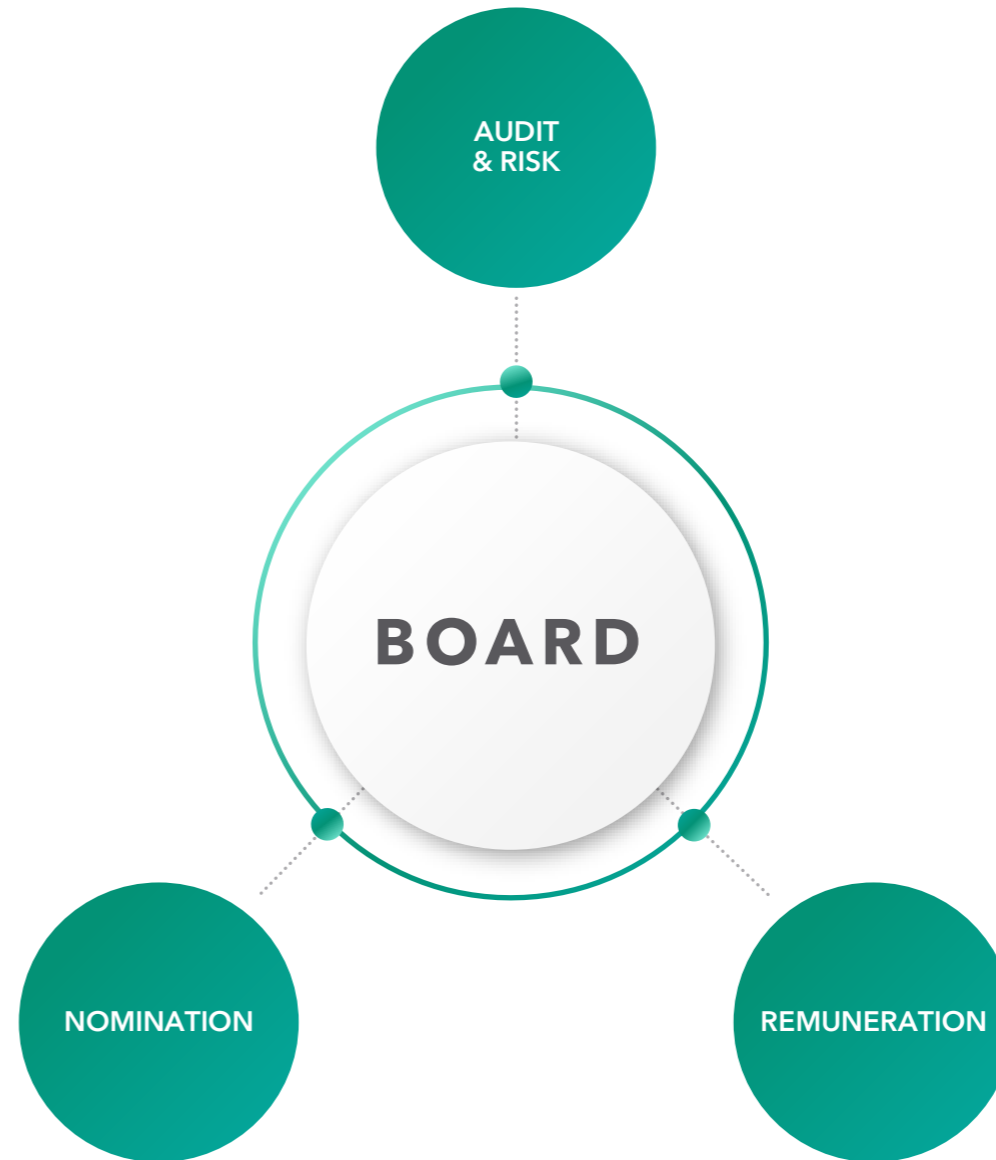


# Think about The role of the NED

To bring an independent judgement to bear on issues of strategy, performance and resources including key appointments and standards of conduct.

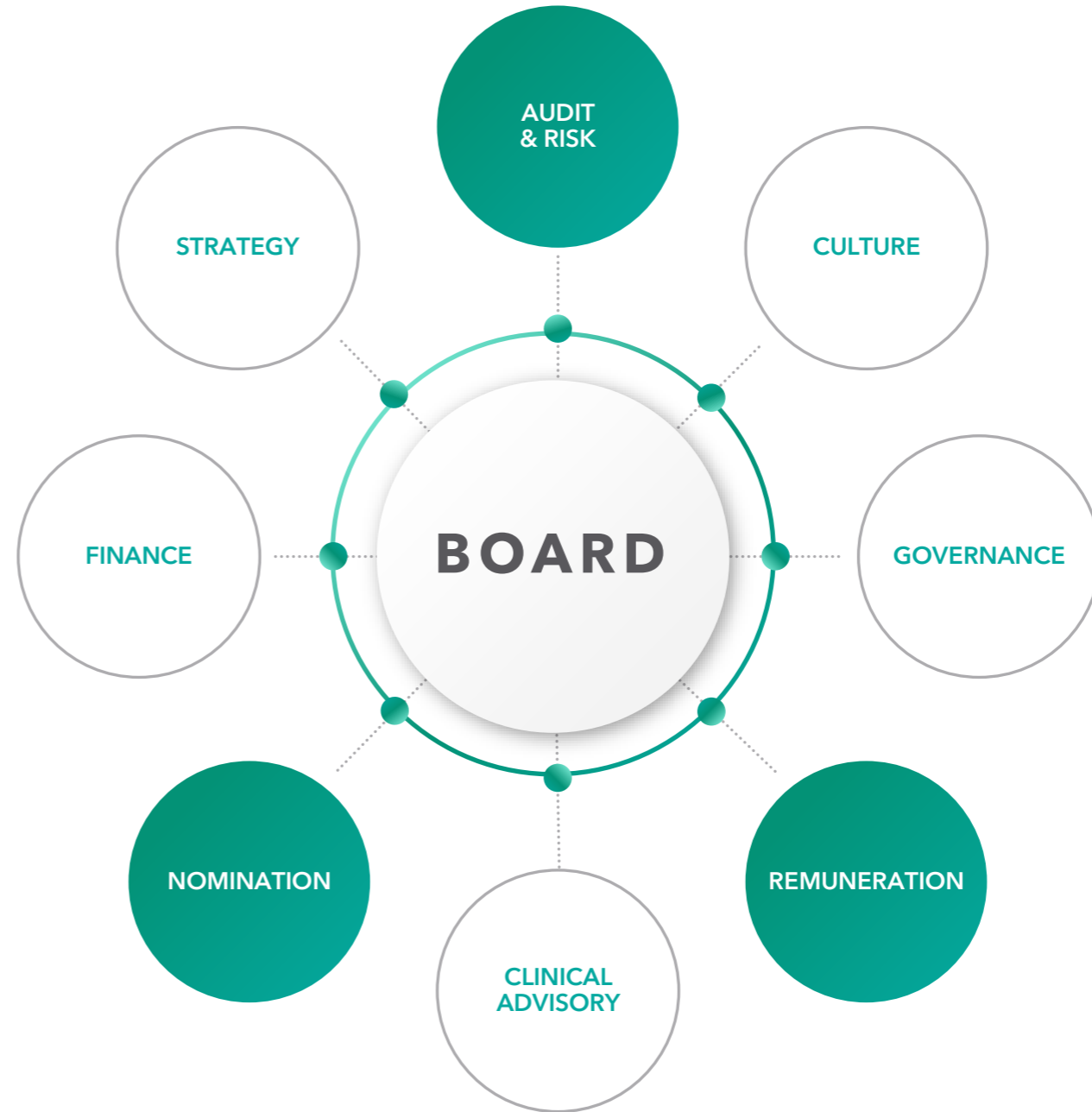
Bring <b>external perspective</b> to stimulate debate and enhance decision-making.	Provide <b>specialist experience</b> and know-how to strategy development.	<b>Act in best interests of the company</b> as a whole and represent the company.
Act as a <b>catalyst for change</b> , when appropriate.	Maintain <b>highest standards of ethics, integrity and probity</b> of the company.	Ensure <b>risk management and internal controls systems are effective</b> .
<b>Monitor and constructively challenge</b> the performance of the Executive.	Play lead role in <b>committee work</b> .	Play <b>active role in succession planning</b> for the Executive Team
<b>Devote sufficient time</b> to carry out functions with due care, skills and diligence.	Acts as the <b>conscience of the organisation</b> .	<b>NOSES IN: FINGERS OUT</b>

Think about  
**Typical committees  
of the board**





Think about  
**Typical committees  
of the board++**



Think about...

## Core competencies of a great board director

**INTEGRITY**

**INDEPENDENCE**

**ACCOUNTABILITY**

**INTELLIGENCE**

**AWARENESS (EQ)**

**AUTHENTICITY**

Considering all of this...

**Do you still want  
to be a director?**





# If you still want to be a director

## WHY?

- Leverage your experiences and training
- Stay connected
- Stay current
- Expand horizons & network
- Remuneration
- Stay out of mischief!

## Types of boards

- **NFP** – Boardmatch – no director / trustee fee
- **State Boards** – manages Board appointments across 207 state agencies – fees €0 to €17k
- **Private Sector** – Rarely advertised, IoD Boardroom Centre, recruitment firms, professional Services firms – €10-70k+

## Your Pitch Documents

- Keep your pitch and CV simple – what are you going to leave in / take out?
- 50-word pitch (20-30 seconds)
- One page CV
- Logical, structured, no cliches
- Remember, your LinkedIn is your CV

How do you translate your unique personal brand into a personal brand as a director?

# **A new approach to building your personal brand**



**1.**  
Define your purpose

**2.**  
Audit your personal brand equity

**3.**  
Construct your personal narrative

**4.**  
Embody your brand

**5.**  
Communicate your brand story

**6.**  
Socialise your brand

**7.**  
Re-evaluate and adjust your brand



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## 1. Define your Purpose

- For [a particular target person or group of people]...
- I will make a difference by offering [the unique, memorable, and meaningful value you want to provide]...
- Among all [the other people also vying to make that difference, whom you would like to both fit in with and stand out from]...
- Because of [the skill sets, personality traits, habits and tendencies, prior experiences, social capital, cultural capital, and credentials that will allow you to credibly deliver].



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“

For a board position on this tourism body, I'm the best to recruit among all potential applicants because of the multiple senior international tourism experiences I've earned, the strong leadership and perseverance I've shown as CEO of a successful tourism body and my deep understanding and successes in the new markets which this tourism body wishes to enter.

”

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## 2. Audit your personal brand equity

- Catalogue your credentials.
- Outline your social connections & relationships - your social capital.
- Analyse your cultural capital.
- List adjectives / descriptive phrases that capture you - ensure they sing!
- Evaluate whether your self-assessment lines up with desired brand identity.
- Ask those you trust for feedback on your strengths & weakness - what makes you unique?
- Assess yourself against the competition - what's missing.



'A financial analyst that sees beyond numbers'



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## 3. Construct your Personal Narrative

- Identity, craft and refine the narratives that will communicate your brand.
- Share illustrations to be more memorable, accessible, persuasive.

“  
In all the positions that you see on my CV, I've really played one role, the problem-solver.  
”

“  
I grew up in a very rural part of New Jersey, where I spend my childhood hiking mountains and building campfires. This developed a love of outdoors pursuits.  
”

“  
For example, in my last role I .....  
”

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## 3. Construct your Personal Narrative



Your personal value proposition,  
conveyed with stories

“Among all other prospective directors, I have the strategic experience and finance acumen to provide governance oversight and be a creative partner for the executive team because I’ve worked as a CMO and have managed the audit and risk activities of a NFP board.”

(captured in 44 words)

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## 4. Embody your Brand

- With each social interaction.
- How do you answer “How are you”?
- Be prepared with your personal narrative for first meetings / introductions.
- Signal your positivity, productivity, desire to learn – put your best foot forward.





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## 5. Communicate your brand story

Create your media / touchpoint plan - which channels will you use and in what mix?

- **Direct**  
One to one approaches - potentially the most effective route.
- **Earned**  
Articles in the right media, recommendations from others on social...
- **Owned**  
Your personal social media channel(s), podcasts, videos, blogs, speeches, panel.
- **Paid**  
Ads on social media for your content or work, pay-to-play speaking engagements and publications.





# The Social CEO Report 2022

The top 10 CEOs on social media in Ireland



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# The Social CEO Report 2022

The top female 10 CEOs on social media in Ireland



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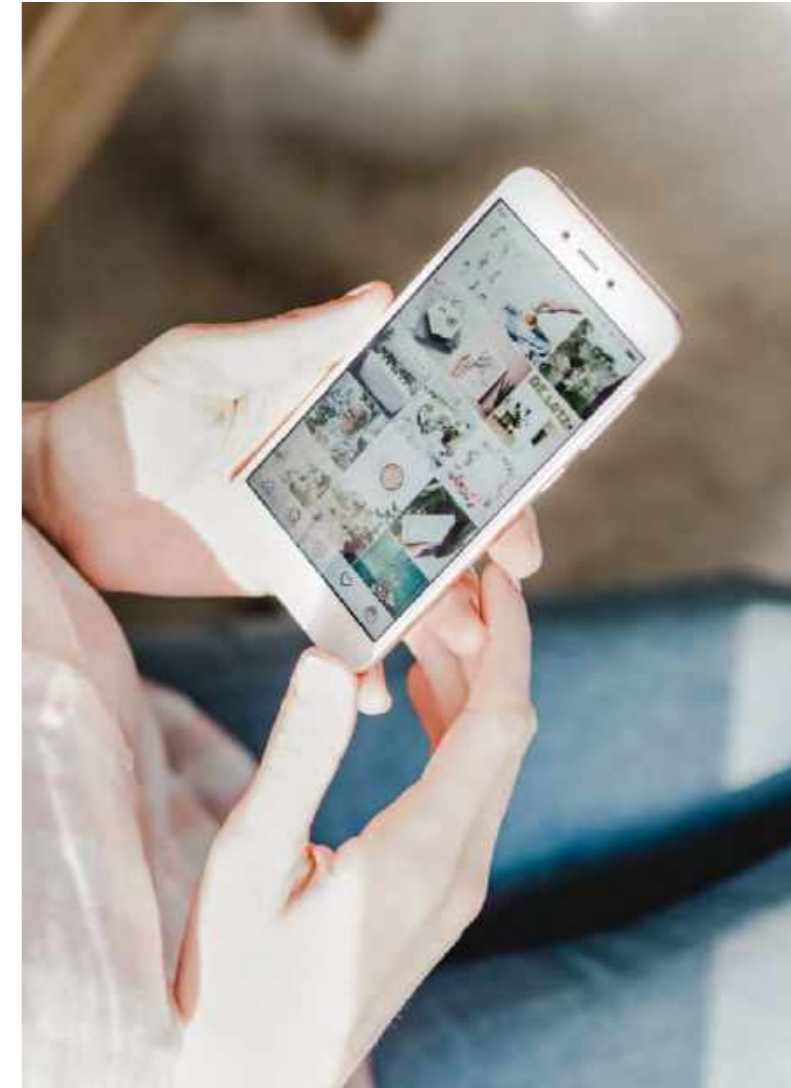
## 6. Socialise your Brand

How can others share your stories?

Find allies, connect, explain

Make the ask:

- **Gatekeepers** - media, award judges....
- **Influencers** - recommendations, ratings..
- **Promoters** - mentors, contacts, acquaintances who may introduce you
- **Personal brand communities** - clubs, professional bodies, groups





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## 7. Re-evaluate and adjust your brand

Ongoing process

Annual audit

Reengage with your truth tellers

Fill the gaps:

- Train up
- Volunteer to head up a new project
- Take on NFP Board / Trustee roles along with committee roles, adding value and gaining experiences





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## Takeaways

**Takes work, but...**  
it will allow you to better control your professional and personal image



## Key take aways

**and...**  
control the success and  
impact you can have in  
the world.





Thank you.

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