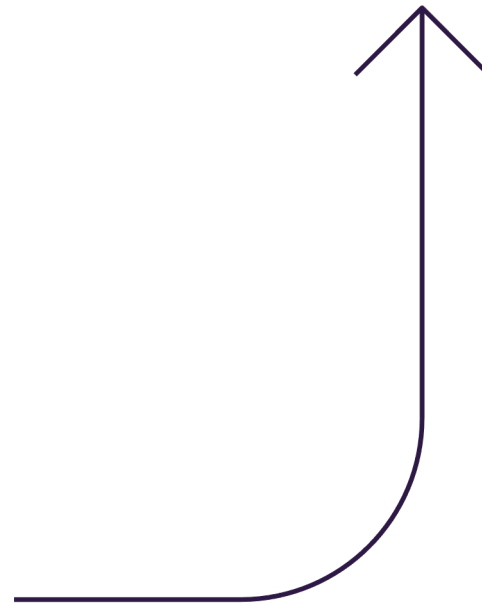


What's your CISO Brand?



And what do you
need to do
about it?

with your next
“goal” in mind



Tweak your
“brand” image

What do you want...

To Be Known For

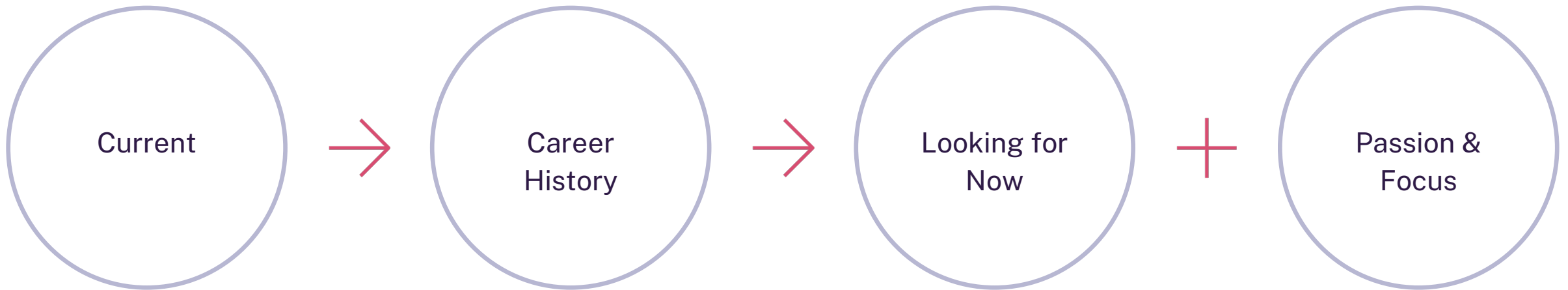
- Creating
- Building from scratch
- Fixing the unfixable and unthinkable
- Delivering, reliably and consistently
- Solving
- People uplift and leveling up
- Creating

To be Known By

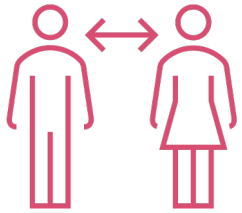
- Investors
- Executives
- Boards
- Educators
- Regulators and Law makers
- Peers

Prepare your narrative

Who are you giving this narrative to?
At what time?
For what purpose?



Your brand unlocks and unsticks (build it before you need it)



Expect to interact

If you want people to think about you, well, you have to be willing to connect with them.



Expect to dedicate time

Routinely.



Expect to correct

People may react to you b/c of how they imagine you are, or what they perceive you to be meaning. CORRECT them. If you don't, who will?



Expect to not always fit

Your 'best self' isn't a fit for every scenario. And part of being aware of yourself is knowing that you aren't a fit in all environments..

**Think about using the power
of your brand to unlock your
next opportunity**