



**WOMEN IN
FINANCIAL
MARKETS™**

Formerly WIND

Enhancing Your
**Personal Brand &
Developing Leadership
Presence**

Masterclass 1 – March 10, 2026





“

The bad news is time flies.

The good news is
you are the pilot.

MICHAEL ALTSCHULER

THE SESSIONS CODE

- Give yourself the luxury of your undivided attention
 - Confidentiality – Chatham House rules
 - Courage over comfort
 - Curiosity – come with a beginner's mind
 - Step away from a human-doing to a human being
-

SESSION OUTCOMES

- Understand the components of a **strong personal brand**
- Use your brand for **impact, influence, and visibility**
- **Cultural differences** and expectations
- Develop **executive presence**



ICEBERG



There's agency on each of us to make sure our invisible is visible and communicated.

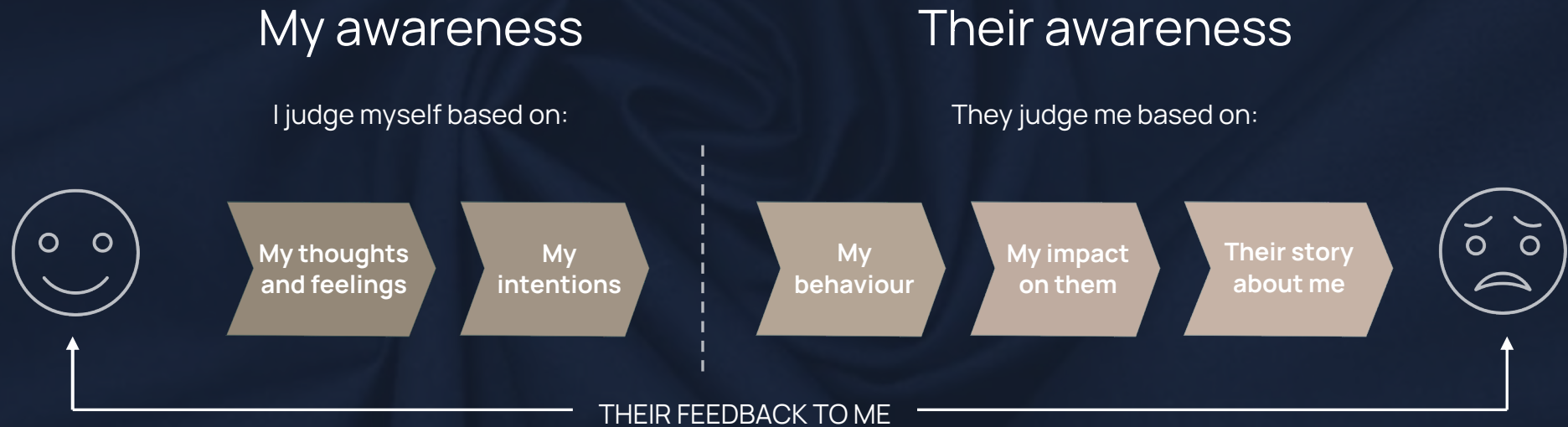


OUR SELF ASSESSMENTS



Self-awareness is **the ability to see ourselves clearly** – to understand who we are, how others see us, and how we fit in the world around us.

THE PERCEPTION GAP



BREAKOUT ROOM

- What are the things **you want to be known for**?
- What are the things **you are known for**?
- What are the invisible results and the value that you add that no one knows about?





“

A brand is a promise.

WALTER LANDOR
BRANDING PIONEER



Starbucks' CEO, Howard Schultz, doesn't sell coffee.

He sells a '3rd place' between work and home.

“

Products have brands.
People have relationships
and reputations.

Authenticity is not about
marketing yourself to create
an image. It's about aligning
your actions with your values.

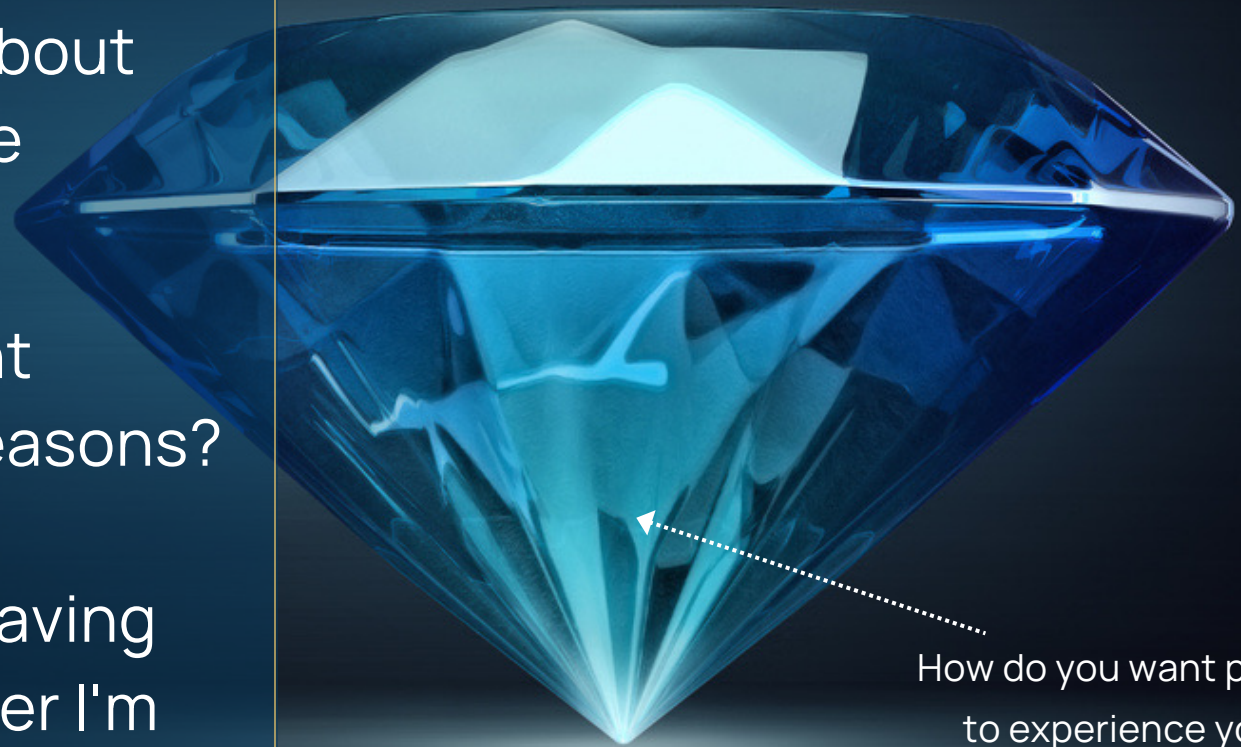
ADAM GRANT

Organizational psychologist, Penn Wharton
School of Business professor



SITUATIONAL AWARENESS → THE DIAMOND MODEL

- What do people say about me when I'm not in the room?
- Am I visible to the right people for the right reasons?
- Does the impact I'm having today reflect the leader I'm trying to become?



How do you want people to experience you?

PERSONAL BRAND - EXAMPLES



MANAGE A LARGE
GROUP OF PEOPLE

MOTIVATIONAL

INSPIRATIONAL

ORGANIZED

DECISIVE

STRATEGIC

VISIONARY



MANAGE
A LARGE P&L

ANALYTICAL

QUANTITATIVE

STRATEGIC

RISK-TAKER

DISCIPLINED

FORWARD-THINKING



MARKETING/
CREATIVE

OUT OF THE BOX THINKER

CREATIVE

INNOVATIVE

COLLABORATIVE

TECH-SAVVY

DISRUPTIVE



SALES
HR

COMMERCIAL

RELATIONSHIP ORIENTED

HIGH EQ

SOLUTIONS-ORIENTED

STRATEGIC

THE PIE MODEL

10%

PERFORMANCE

Measured with KPIs, revenue, results, P&L

Performance currency - foundation to build on

Being busy does not mean being productive - NPTs

30%

IMAGE

How are you experienced by others?

What we say, how we sound, how we look

Perception is reality - build leadership presence

60%

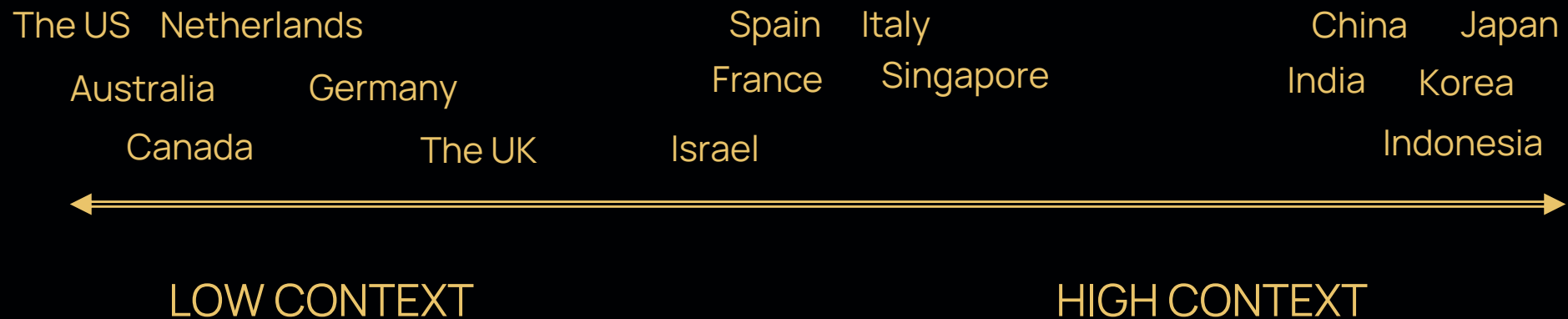
EXPOSURE

Being visible and making your work visible is the most important thing you can do

Taking a proactive approach vs expecting to get noticed

Stakeholder management

THE CULTURE MAP



Good communication is **precise, simple and clear.**

Messages are expressed and understood at **face value.**

Repetition is appreciated if it helps clarify the communication.

Good communication is **sophisticated, nuanced and layered.**

Messages are both spoken and **read between the lines.**

Messages are often implied but not plainly expressed.

"Whether you are sitting at a desk in Boston or eating at a restaurant in Beijing, communicating across cultures is the great challenge of the global economy....

Erin Meyer shows you how to get it right in this very important book."

—DES DEARLOVE and STUART CRAINER, Founders of the Thinkers50

THE CULTURE MAP



DECODING HOW PEOPLE THINK,
LEAD, AND GET THINGS DONE
ACROSS CULTURES

ERIN MEYER

1. Where does my cultural default sit?
2. Where does my boss sit on this spectrum?
3. Where does my organisation's culture sit – and is there a gap between that and where I naturally operate?

WHAT'S YOUR TAKEAWAY?

What's the one insight or
action you are taking away
today
to become a more
effective champion of yourself?

