



At A Glance

## Your Executive Coaching: Procedure, Contents, Effort

The Coaching Process:\*



### 1. Your Personal Brand

Together, we develop your brand personality (in text and pictures). This includes above all

- your vision and mission
- your USP and your purpose (your contribution to society)
- your brand core and brand values.

→ Your brand is the basis for everything you do in the future.

Effort: Approx. 2 days, in Munich or at an inspiring place of your choice

### 2. Your Guiding Idea

We develop the "glue" between your brand and your marketing. The central idea is striking and makes your Personal Brand catchy, unmistakable and experienceable: What is the purple cow at Milka or Mr. Clean at bathroom cleaners with you? I discuss the proposals with you and work out the strongest guiding idea ready for use.

→ You will become unmistakable in the foreseeable future.

Effort: 1 to 2 days for development, discussion and finalization

### 3. Your Stories

We wrap your rational, informative messages into emotional, inspiring stories. For this purpose, I work out suggestions and discuss them with you. The strongest stories, which communicate your messages clearly and make you particularly desirable, I work out ready to use.

→ You are perceived with all the senses and are therefore particularly attractive.

Effort: 1 to 2 days for development, discussion and finalization

\* Each level can be commissioned individually.



#### 4. Your Marketing Plan

Your brand is only as strong as you consistently make it tangible – continuously, across all channels, online and offline, with your strong messages. Together with you, I determine which channels these are and with which frequency, which message and which target they are played in which way.

→ You receive a very concrete plan with responsibilities, to do's and deadlines; if necessary, also for your service providers – for text and artwork, photography and website, SEO and social media, etc.

Effort: 1 day for development, discussion and finalization

#### 5. Your Marketing

We choose the service providers – for text and artwork, photography and website, SEO and social media, etc. Therefore, I also use my network. I will brief them together with you. If you wish, I manage them and make sure that all services "pay into your brand". In addition, I am your sparring partner wherever a second opinion is needed.

→ You can be sure that everything that makes your Personal Brand experienceable is from a single mould and brings you forward.

Effort: individual

#### 6. Your "Guardian Of The Grail"

From time to time, e.g. every 3 or 6 months, we check together whether your Personal Brand continues to be unique, selective and trend-setting; in addition, whether all marketing measures contribute 100 percent to it. We do this in person or by telephone / via Skype.

→ You are sure that with your Personal Brand and your marketing you are ready for the planned future – and will remain so.

Effort: individual

#### About Jon Christoph Berndt

For more than 15 years, Jon Christoph Berndt has been working with executives on their way to become unmistakable and desirable with the power of their personality – and on this basis to make faster progress and reach the next career stages planned. It makes you a high-profile Personal Brand. [More](#)