Your Personal Brand

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Our Approach

What We Do

At Arcbound, our team's mission is to equip our clients to discover and express who they are, so that they can accelerate their personal and professional progress, make an impact on others' lives, and build meaningful relationships along the way.

How We Do It

Target Audience

Content

Visual Identity
Content Themes &
Voice/Tone

You +
Your Ownable
Message



Key Arcbound Brand Assets

Brand is in everything that touches or concerns your audience.
Arcbound delivers key brand assets, then activates your brand with content.

...we deliver

#1 Brand Assets

- Vision
- Mission
- Ownable Message
- Brand Characteristics
- Visual Identity & Design
- Content Themes
- Voice & Tone

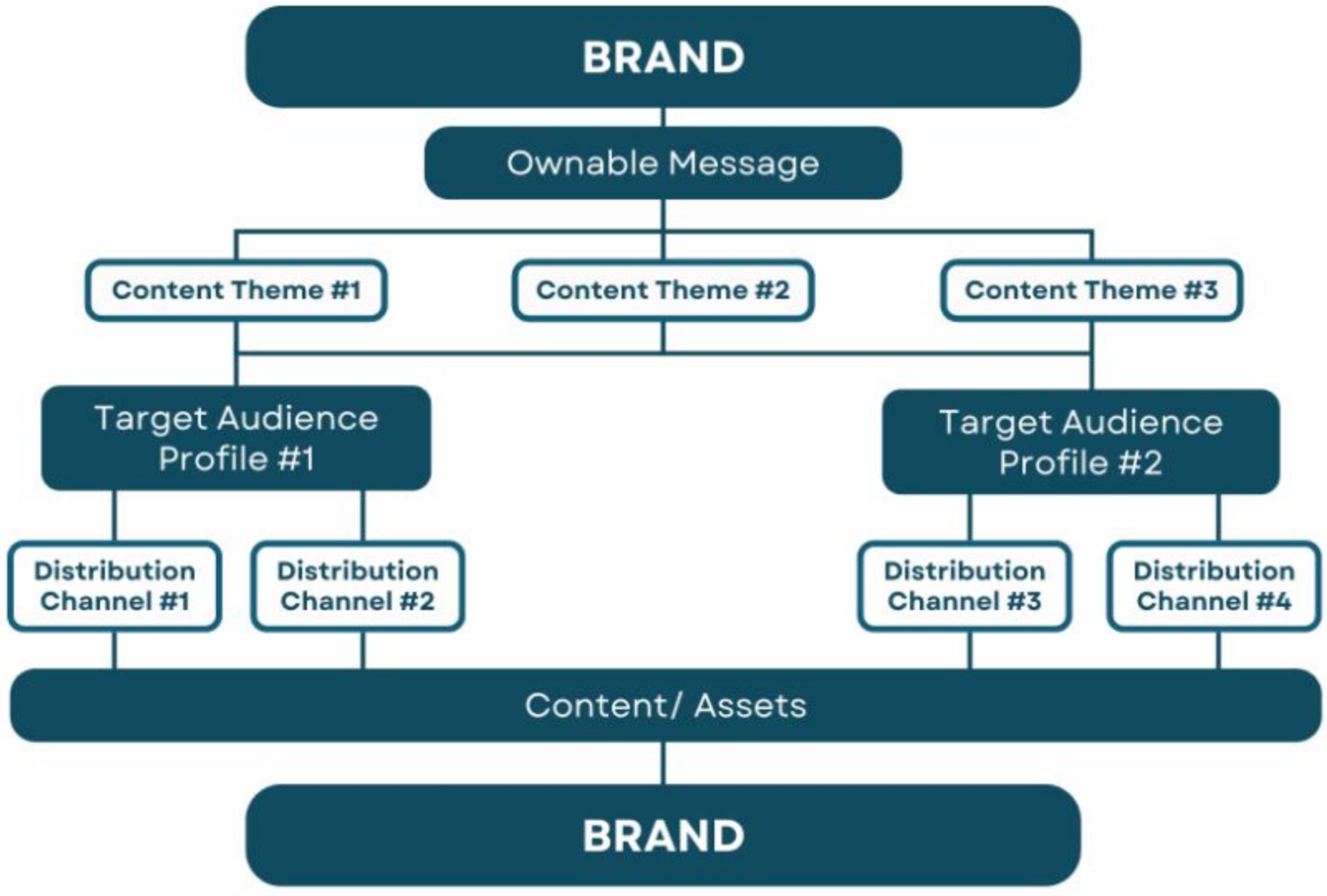
#2 And Activate The Brand With Stories

- Social
- Long Form
- Newsletters
- Podcast
- Video
- Website

#3 . . . So That You Are

Equipped with the tools needed to demonstrate and convert your expertise into thought leadership and career opportunities.

Our Framework



Our Strategic Framework

OWNABLE MESSAGE

A distinctive and authentic narrative capturing your brand values, expertise, and purpose – an ownable message distinguishes your brand by conveying memorable aspects of your personal + professional persona.

CONTENT THEMES

Themes provide the vehicles to establish and build the brand within the minds of the target audiences.

TARGET AUDIENCES

Individuals (or groups) who are actively interested in insights, expertise, and ideas, and offerings of the brand.

DISTRIBUTION CHANNELS

Distribution channels are selected based on where the intended audience is most active and where the platform psychology is most aligned to the brand.

CONTENT/ASSETS

Content will be crafted to appeal to the intended audience while leaning into the unique needs/rules of the selected distribution channels.



Your Brand

Foundations We've Captured

Your Arc

FOUNDATIONS

South African

Team Captain

Soldier

(Very) versatile BD

Emigre/World Citizen

GROWTH

Entrepreneur

Volunteer

Family man

Player coach

Servant leader

Peer group developer

Starting over

IMPACT

Empowering others

Adding scale

Providing inspiration

Providing support

Sharing resources

Gaining flexibility

Building communities

Your Vision & Mission

#1 YOUR VISION

vis a vis your impact

The power of **belonging, connection, and support is accessible to those who want and need to make a mark on the world**, through coaching, guidance, and expertise that leads them through a series of unlocks to greater empowerment, success, and impact.

#2 YOUR MISSION

vis a vis your next arc

My eclectic career, skillset, and heart **impact as many current and future entrepreneurs and leaders as possible, helping them reach their full potential, find greater fulfillment, achieve their purpose,** and become equipped to pass their learnings along.



Details

Elements we’re developing

Ownable Message

I create transformative possibilities by bringing deep trust, authentic leadership, and global perspective to organizations and leaders alike. Through decades of experience building communities and fostering connections across cultures, I serve as a catalyst for meaningful change–helping others discover what they're capable of achieving when guided by purpose, values, and genuine commitment to serving the greater good.

Content Themes

THE TRUST FORMULA

Explores Sean's proven framework for building authentic trust across business relationships, organizations, and broader stakeholder ecosystems. Shares insights on credibility, reliability, adaptability, and vulnerability as key components. Provides practical examples of how trust transforms organizations and unlocks human potential.

GLOBAL BRIDGE BUILDER

Leverages Sean's unique background and 30+ years of international experience connecting people and organizations and amplifying cross-cultural communities. Demonstrates how recognizing and honoring our shared humanity and inherent interconnectedness can drive positive change at scale.

Content Themes *(continued)*

SERVANT LEADERSHIP IN ACTION

Articulates Sean's philosophy that true leadership comes through service to others. Shares stories and examples of how putting people first creates sustainable success. Provides wisdom on building cultures and communities of mutual respect and shared purpose.

LIVING IN POSSIBILITY

Draws from Sean's philosophy of embracing ambiguity and saying "yes" to opportunities. Demonstrates how moving beyond comfort zones, embracing vulnerability, and accepting uncertainty leads to extraordinary outcomes. Shows how his own personal and professional journey exemplifies this approach.

Brand Voice & Tone

All assets will be rooted to the brand and exemplified by these characteristics.

#1 VOICE

- Purposeful
- Collaborative
- Accessible
- Worldly
- Sincere

#2 TONE

- Thoughtful
- Enthusiastic
- Charming
- Kind
- Warm

Brand Emotional Traits

#1 Competence

- Confident
- **Reliable**
- **Leader**
- Intelligent
- Innovative
- **Successful**

#2 Ruggedness

- **Hard working**

#3 Sophistication

- ***Sophisticated***
- *Experienced*

#4 Sincerity

- Honest
- **Sincere**
- Wholesome
- Family-oriented

#5 Excitement

- **Spirited**
- Imaginative
- Independent



Source



Your Audiences

and how we reach them

Target Audience Detail

Audience	Needs	Desired Brand Value / Outcome
Entrepreneurs	Advice, motivation, or support from a seasoned, kind, supportive, and impactful mentor, sponsor, or coach, who is versatile enough to help them unlock the next phase of their personal, professional, or business journey.	Monetized Coaching
C-Suite Execs		Pro Serve Engagements
Future Leaders		Audience for Resources



Our Work Together

Our Goals ←→ Your Goals

YOUR GOALS

A synthesized and potent multi-faceted articulation of who you are and what you do **that is**

- **documented on a new website** and
- delivered through a **kit of assets** you can use to take yourself forward into your professional second act

OUR GOALS

In short, our goal is to help you develop and demonstrate your unique identity through a strong and portable personal brand.

Next Steps

IN PROGRESS

- Sitemap development (followed by walkthrough)
- Content strategy development (followed by presentation)

ON DECK

- Phase 2 design
- Homepage content
- Homepage design options (and presentation)
- Interior page content
- Interior page review



Thank you!