



## EXECUTIVE PROFILING | 2024

# Executive Profiling

## Why is it important?

Personality has become a vital part of business reputation. Business leaders are increasingly under a microscope with every action and comment being scrutinised. As well as leading their companies through challenges and improving business performance, they are expected to articulate their vision and values transparently.

Senior leaders are expected to have an opinion on issues affecting their industry and participate in relevant conversations. Boards, investors, partners, and employees now want executives to have a voice. Whether it's ESG, D&I, business challenges or the implications of wider political changes, business leaders need to be seen as shaping the future of their industry.

Your exec team is made up of knowledgeable experts and they should take an active role in shaping the company narrative and building the brand. They should not only be present within the businesses but also be visible, personal, relatable and authentic in public.

Executive profiling is a powerful tool to build or improve the reputation of your leadership team. Stakeholders want to hear from individuals to understand the people behind the corporate logo. By improving the profile of senior executives, it humanises the business's story and helps to establish a connection between audiences and leaders. Creating genuine and personable profiles for key executives delivers a more credible, influential, and trusted face for the business.

Values-led communication is now driving bottom-line performance so it's essential that your business leaders are part of the conversation.

## Fundamentals of executive profiling

The Magenta team is experienced at working with business leaders to craft stories and raise profiles. We are adept at finding that sweet spot of communicating core messages in an authentic and personable way. We do this by:

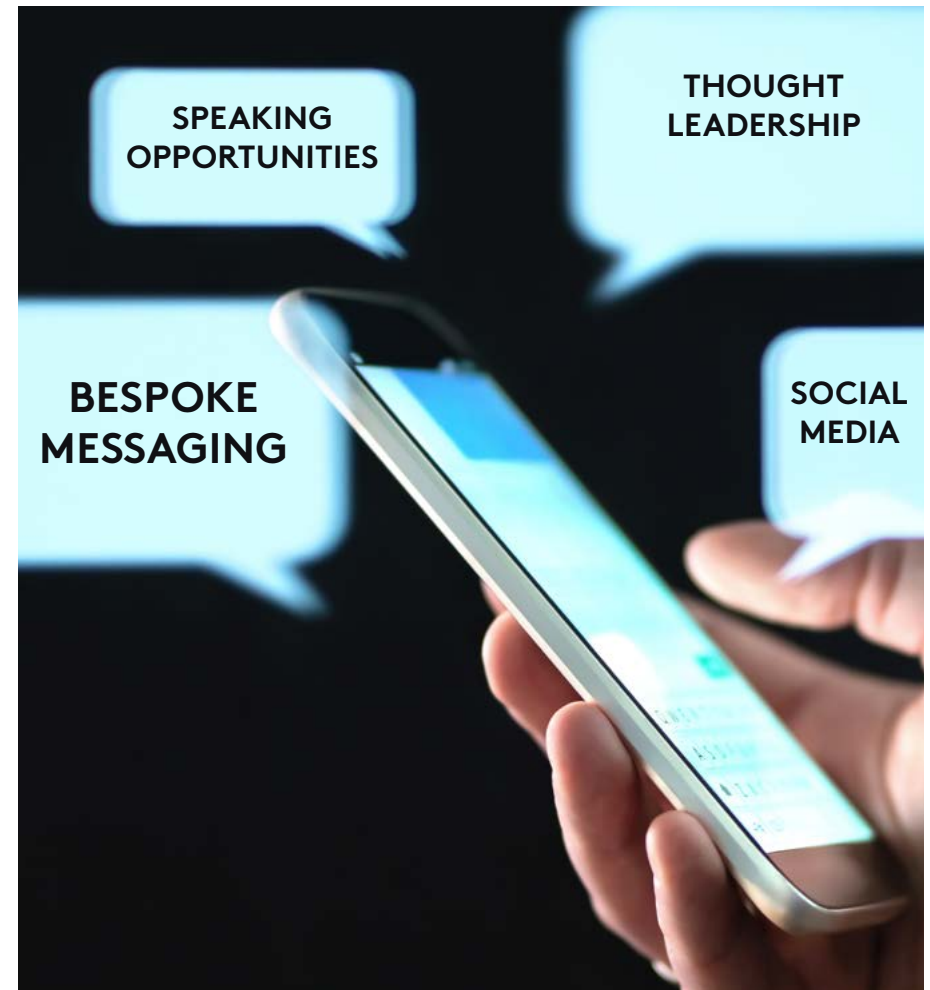


- **Strategic planning & research** – We get under the skin of your business to understand what is truly important. We use that knowledge to research the market and identify the stories that will resonate. We shape those stories to compliment your business, your brand and your personality. Your executive team needs to be able to talk about more than business performance and goals. We will help create content and compelling stories that help them stand out.
- **Training** – We work with your business leaders to make sure they are fluent in their storytelling to ensure they can handle tricky interviews, and to give them the tools they need to magnify their own efforts. We will help them communicate in a way that is relatable and engaging, whether that's through written content, internal presentations, speaking at events, or interviews with key journalists.
- **Execution** – We get them out there! We identify and secure opportunities for your business leaders to be seen and heard, to engage with the market and to build connections that lead to business results. We will use a variety of tactics and platforms to raise their profile and provide them the opportunity to communicate the stories that matter.

## Your executive profiling programme

What a typical programme could include:

- **Bespoke messaging** – We will create a messaging framework that effectively tells the business story, highlights the executives' knowledge and expertise, and delivers your narrative in a compelling way.
- **Spokesperson training** – We will work with your executives to provide them with the tools they need to handle media interviews, speak at events and maximise networking opportunities.
- **Thought leadership** – We will build on agreed messaging, write and place content with key target media and deliver opportunities for your executives to participate in interviews that raise the business profile and their own.
- **Social media** – We will audit your executives' LinkedIn profiles, provide recommendations for maximum impact, and create regular content for them to post and share across the platform. We will identify networks and groups they should participate in and work with them to ensure they are recognisable as a leader on LinkedIn.
- **Speaking opportunities** – We will identify the events and speaker platforms that will reach your audience, creating a profile that will ensure your executives can take to the stage. As well as securing the opportunities, we will support them through preparation, rehearsals and on the day.
- **Internal** – We will work with your executives to help them host internal events, present business news and communicate with your workforce both in good times and through challenges. We will support your leaders to build an authentic connection to the people in the business and ensure your colleagues are kept informed in the right way.
- **Awards** – We will identify the awards programmes that matter, highlighting the business and executive strengths, to create compelling entries that deliver the recognition your business leaders deserve.



# Why Magenta?

## Morgan Sindall Group

Magenta worked with Morgan Sindall Group, a construction and regeneration business, which partnered with the Royal Society for the Protection of Birds to purchase 54 hectares of land to enable them to restore wetlands for wildlife, climate and people in Norfolk. As part of the Group's push to highlight its ESG activity, we secured a live interview for a senior Morgan Sindall executive on the popular Ian King Live Show on Sky News.

## Leesman

Magenta has deep knowledge and ties to the architecture & design and workplace community. By providing commentary and analysis regularly to On Office, Magenta was instrumental in Leesman CEO's placement in the magazine's annual Power List.

## DMA Group

Magenta supported DMA Group with raising its profile through its work with Rye, Winchelsea & District Memorial Hospital. Using the news that it was the UK's first community hospital to achieve carbon neutrality, we delivered a press day during which ITV News Meridian interviewed DMA's group managing director and the chairman of Rye Hospital.

## Service Works Global

In response to breaking news of a UK government-wide inquiry into the use of crumbling concrete in public buildings, Magenta secured a live Sky News interview for a Service Works Global (SWG) executive. Via careful preparation, the business leader was able to position SWG as a knowledgeable expert.

## Advanced Workplace Associates

Through our extensive media relations and networking, Magenta secured the founder of workplace strategy consultancy Advanced Workplace Associates (AWA) as a 'Forbes Contributor', positioning him as a science-based workplace change expert. Magenta delivered regular content, bylined to the business leader, resulting in consistent, high profile, expert commentary in this tier one outlet.

## Freespace

In the midst of the Covid-19 pandemic, Magenta placed Freespace—a workplace technology company—on Sky News' Ian King Live Show where Freespace's executive was given the opportunity to discuss the return to offices and to demonstrate his expertise in this area to a global audience.



Freespace's executive was given the opportunity to discuss the return to offices



ITV News Meridian interviewed DMA's group managing director



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