



Reputation is your greatest asset. Drive it!™

Using personal branding to pivot careers

Richard

When Richard wanted to change careers but still leverage his expertise and reputation, he embarked on a personal branding process that enabled him to successfully merge his established and new passions and maintain his influence in his new livelihood.

The Context

Richard made a name for himself as an investor in digital media and was the head of a large, successful hedge fund. Upon taking a family trip to Africa, he became passionate about sustainability and natural resources. He wanted to focus his efforts on socially responsible investing, a concept that was still in its infancy. If he abruptly shifted his concentration, his investors would lose confidence and pull out of his fund, but with a newfound 'why,' he was driven to make a change. Could he pivot his livelihood without losing his business reputation?

The Solution

For the next 18 months, Lida and Richard worked on gently shifting his conversation. As a newcomer to the green space, he wouldn't be taken seriously as a sustainability expert and even risked looking like he was exploiting the cause for capital gain. In the financial world, he could appear volatile and unreliable as an investor and advisor. Straddling both lanes was imperative. In a sense, he had to start in the back of the room and slowly work his way forward.

The Process

First, Lida worked with Richard to set up a blog where he talked about the environment and sustainability from a personal perspective. He discussed his viewpoints as a parent, a consumer and an inhabitant of the planet. He shared others' viewpoints, solicited feedback and shared how he and his family were making changes in the way they lived.

In addition to blogs, Richard wrote articles, reworked his bios and social media profiles and created videos. He slowly and expertly built credibility until he became an authority in a relatively crowded space. However, now he brought a unique perspective, his expertise as a savvy and discerning investor.

Lida helped Richard find relevant conferences and confidants in this new space. They determined who he should meet with and why, where he could support others and where he could learn. Slowly and steadily, they continued to morph his narrative, as he continued to straddle these two worlds.

The Results

After nearly two years, Richard was able to roll up his fund, partner with some well-known influencers in the socially conscious investment space and launch a new financial investment firm that focuses on sustainable infrastructure, of which he is one of the managing directors. He has also been named chairman for some of the green companies within his portfolio.