

12 Month Profile-Raising Programme

Profile-raising and personal branding is a key tactic used by successful CEOs and executive teams to help grow their businesses. A strong and respected personal brand helps leaders to:

- Win more business
- Secure investment
- Advance their careers
- Attract top talent

Despite growing awareness of the importance of profile-raising, there are many reasons professionals need a helping hand in promoting themselves within their industry - be it a lack of time, confidence, connections or know-how.

At MD Consulting we have a strong track record building the profiles of startup founders and business leaders, securing high profile media coverage, event speaking and industry awards to make them stand out from the crowd. Our clients include Know Your Customer, Financial Risk Solutions and Monobank.

We offer a 12 month results-focused Profile-Raising Programme for founders and C-Level executives in Financial Technology, FX, Regulation Technology and Capital Markets, helping them to:

- Elevate their profiles through industry events, awards and media
- Convert their knowledge and expertise into respected and sought-after content
- Build the confidence and skills to share their stories in a compelling way

Leveraging our extensive media and event network and providing expert coaching and skills development, the MD Consulting Profile-Raising Programme helps leaders make an impact and grow their businesses.

- 54% (of those working in fintech) found it difficult to put themselves forward for speaking opportunities, thought leadership or awards
- Just 39% of respondents said they would feel confident writing an article for publication in an industry magazine
- Only 35% said they would feel confident speaking at an industry conference

Source: fintech poll conducted by MD Consulting



A results-focused programme, tailored to your needs

Whether you are preparing for a funding round, or laying the foundations for a career change or step up, the programme is tailored to your needs and typically includes a mix of the following outreach activities, content and skills development.

Leverage our media and event connections to elevate your profile

Media Publish your views in key industry publications, reached through our extensive, global finance media network	Events Share your message on stage at industry leading events sourced and secured for you	Awards Gain visibility and recognition through industry awards, sourced and entered on your behalf
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Develop your skills and confidence to make an impact

Speaking and media preparation <ul style="list-style-type: none">● Professional biography and photographs prepared for you● Audit and report to ensure a unified and consistent online profile● Speaker coaching to build confidence for on stage events● Media coaching to prepare you for press interviews and podcasts	Content and messaging development <ul style="list-style-type: none">● We identify and help craft the stories and news angles that will secure coverage● We provide ongoing content development support including monthly planning, outlining and editing● We create thought leadership content on your behalf using our expert copywriting team
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Profile-Raising can help you:

- Win more business
- Secure investment for your business
- Fast track your career
- Attract and retain the best talent for your team

FAQ

Is this programme for me?

This programme is designed for ambitious founders and C-Level executives working in financial services, particularly Financial Technology, FX, Regulation Technology and Capital Markets.

To get the most from this programme, you will understand the importance of profile-raising for yourself and your business as well as the value you can bring to your industry through your expertise and experience.

How much of my time will it take?

The programme will be tailored to your profile-raising goals, taking into consideration your available time.

At a minimum you will invest a couple of hours a week engaging in the programme, be it contributing to or reviewing and approving content for publication or taking part in training and skills development.

Additionally, you will make time available to speak to the media, present at events and attend award ceremonies.

Why is the programme 12 months?

Successful profile-raising takes time and consistency. Twelve months allows us time to build your profile across a number of channels, with relevant media contacts, event and award organisers. It sets you up with the tools and confidence to continue profile-raising activities yourself at the end of the programme.

What does the programme cost?

MD Consulting services are bespoke and the programme cost will be based on your business and profile-raising requirements.

Who pays for the programme?

Typically, budget for profile-raising activity comes from your business's marketing or PR budget, although some entrepreneurs prefer to self-fund the programme.

“We realised that we really needed help to build our profiles in the UK, and without professional networks here, we needed MD Consulting’s expertise.

The team took the time to talk us through the communications strategy, and were always on-hand to support us through our activities, which have generated very positive coverage for us and helped raise our profile in a new and challenging market for us”.

Valerie Kennedy, Head of Marketing,
Know Your Customer

[Read the case study here](#)

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