

# PERSONAL BRANDING

Luigi Centenaro



**creare**  
**REPUTAZIONE**



**ASSEPRIM**  
FEDERAZIONE NAZIONALE SERVIZI  
PROFESSIONALI PER LE IMPRESE

# LUIGI CENTENARO




- Personal Branding Strategist e CEO di BigName®
- Ideatore del Personal Branding Canvas (**PersonalBrandingCanvas.com**)
- Fondatore di **PersonalBranding.it** il primo sito italiano interamente dedicato al Personal Branding.
- Insegna Personal Branding presso l'Università IULM, il Politecnico di Milano, l'Istituto IED, il Master MA.D.E.E. di Digital Accademia, l'Università Cattolica di Milano, l'Università di Trento, l'Università Ca' Foscari e i corsi della Business School de Il Sole 24 Ore.







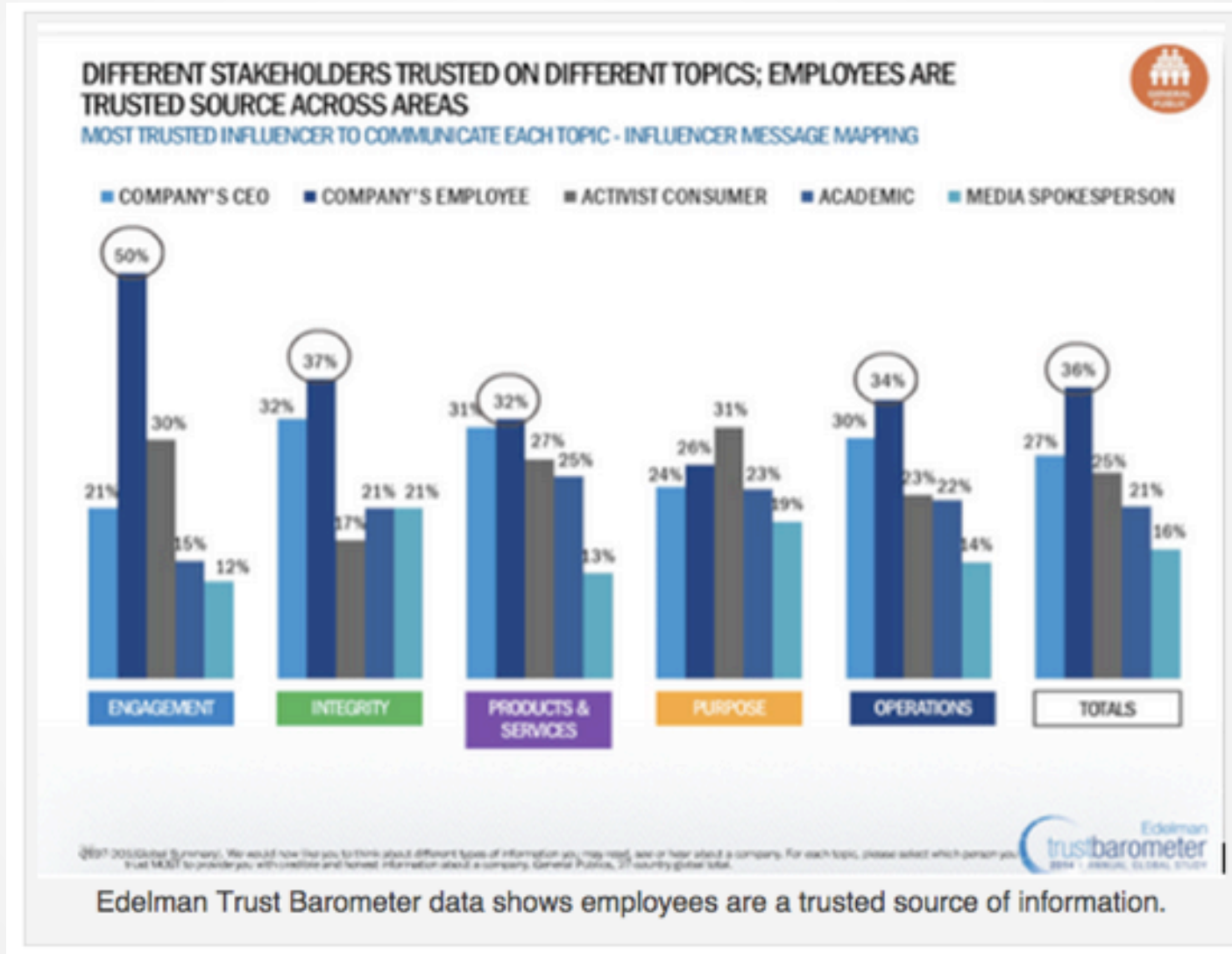


*“Oggi ogni singolo dipendente è diventato  
**un punto di contatto** tra azienda e pubblico.  
Tutti hanno la responsabilità di comunicare i  
**valori**, i prodotti e i servizi dell’azienda.  
Siamo tutti **messaggeri.**”*

– Chris LeBlanc, 3M General Manager Consumer



# FIDUCIA? PERSONE!



# ROBERTO FERRARI



**Roberto Ferrari**  
@ferrarirobtweet

GM @CheBanca I, the new bank disrupting banking in Italy, awarded best digital firm, best digital bank in Italy. Consumer Innovation strategy fintech. My own op.

Milan - Italy  
about.me/ferrariroberto  
Iscritto a agosto 2010

246 foto e video

**Tweet** Tweet e risposte Foto e video

**Roberto Ferrari** @ferrarirobtweet · 16 min  
L'Italia dei pagamenti innovativi vale già 18 miliardi di euro  
[smartmoney.startupitalia.eu/49042/pagament...](http://smartmoney.startupitalia.eu/49042/pagament...)

**Roberto Ferrari** @ferrarirobtweet · 4 h  
Samsung acquista LoopPay: i pagamenti mobili sono l'arma segreta del Galaxy S6  
[smartmoney.startupitalia.eu/47664/pagament...](http://smartmoney.startupitalia.eu/47664/pagament...) #samsung #payments #fintech

Roberto Ferrari ha ritwittato  
**Bank Innovators** @BankInnovators · 5 h  
Finextra: Samsung prepares for Apply Pay battle with LoopPay acquisition [buff.ly/17gPcoV](http://buff.ly/17gPcoV)



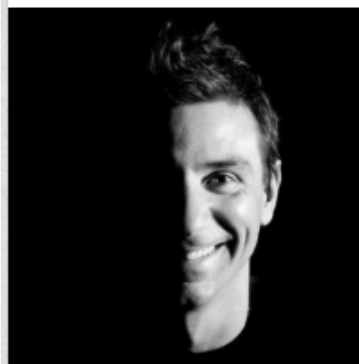
**StartupItalia!** Startup Fintech / Pagamenti mobili / E-commerce / Monete virtuali / Crowdfunding

**Smart Money** *Roberto Ferrari*

**SENZA CATEGORIA** 10 FEBBRAIO 2015  
**Solo mezza startup italiana sul palco più importante d'Europa. Stiamo perdendo il treno?**  
Al Finovate di Londra, il più importante evento europeo dedicato al Fintech, ci sono solo una (mezza) startup italiana e 3 banche nostrane  
di ROBERTO FERRARI

**STARTUPS** 30 DICEMBRE 2014  
**The 50 best Fintech startups (and the 7 areas that they are revolutionizing)**  
The report by KPMG Australia, AWL and the Financial Service Council on the 50 most innovative Fintech companies worldwide provides a lot to reflect on. The first, and possibly the most important, is that digital disruption is arriving with force in the world of financial services. The main consequences of this wave will be the... [Read more](#)  
di ROBERTO FERRARI

CMO



## Oscar Di Montigny

2°

Chief Marketing, Communication, Innovation Officer at Banca Mediolanum

Milano, Italia | Settore bancario

Attuale Banca Mediolanum

Precedente Costes Yachting Srl, Grecale Srl, Hotelplan

Formazione Singularity University

500+ collegamenti



#Economia00 I valori in una nuova epoca

29 aprile 2016

121 26 2



#Economia00 Calcoliamo il vero interesse

21 aprile 2016

158 22 3



#Economia00 Il marketing della gratitudine

18 aprile 2016

127 28



#Economia00 una partita etica per il futuro

15 aprile 2016

105 21 4



#Economia00 I paradigmi del cambiamento

13 aprile 2016

235 37 5



NON C'È CRESCITA AUTENTICA SENZA

25 novembre 2015

376 45 2



# FABIO MOIOLI



## Fabio Moioli

1st PREMIUM

Head of Consulting & Services at Microsoft (previously Vice President @Capgemini @McKinsey @Ericsson)

Milan Area, Italy | Information Technology and Services

Current Microsoft

Previous Capgemini, McKinsey, Ericsson - GCA Vodafone

Education McKinsey & Co. M-MBA

Send a message

500+  
connections

### Posts

Published by Fabio

See more ▶

34,393

followers



**Digital Transformation:  
grand hero in Capri?**

October 7, 2016



**#FutureDecoded – La nostra  
Digital Transformation**

September 30, 2016



**We are recruiting @Microsoft**

September 19, 2016

# FLORIANA FERRARA di IBM



“Blood donation”  
Web application





# **PERSONAL BRANDING**





**personal branding**

**è la ragione per cui  
qualcuno ti sceglie**



**Attirare opportunità**



**Farsi un nome**





**come?**

# THE **LinkedIn** EFFECT



**JULIA**  
Sales



**JULIA**  
Global Sales Team Leader &  
Business Development Manager  
Lead Gen Expert



**LEA**  
HR



**LEA**  
Senior Talent Acquisition Specialist  
& Headhunter EMEA



**JOHN**  
Freelance



**JOHN**  
CEO & Board member  
Serial Entrepreneur

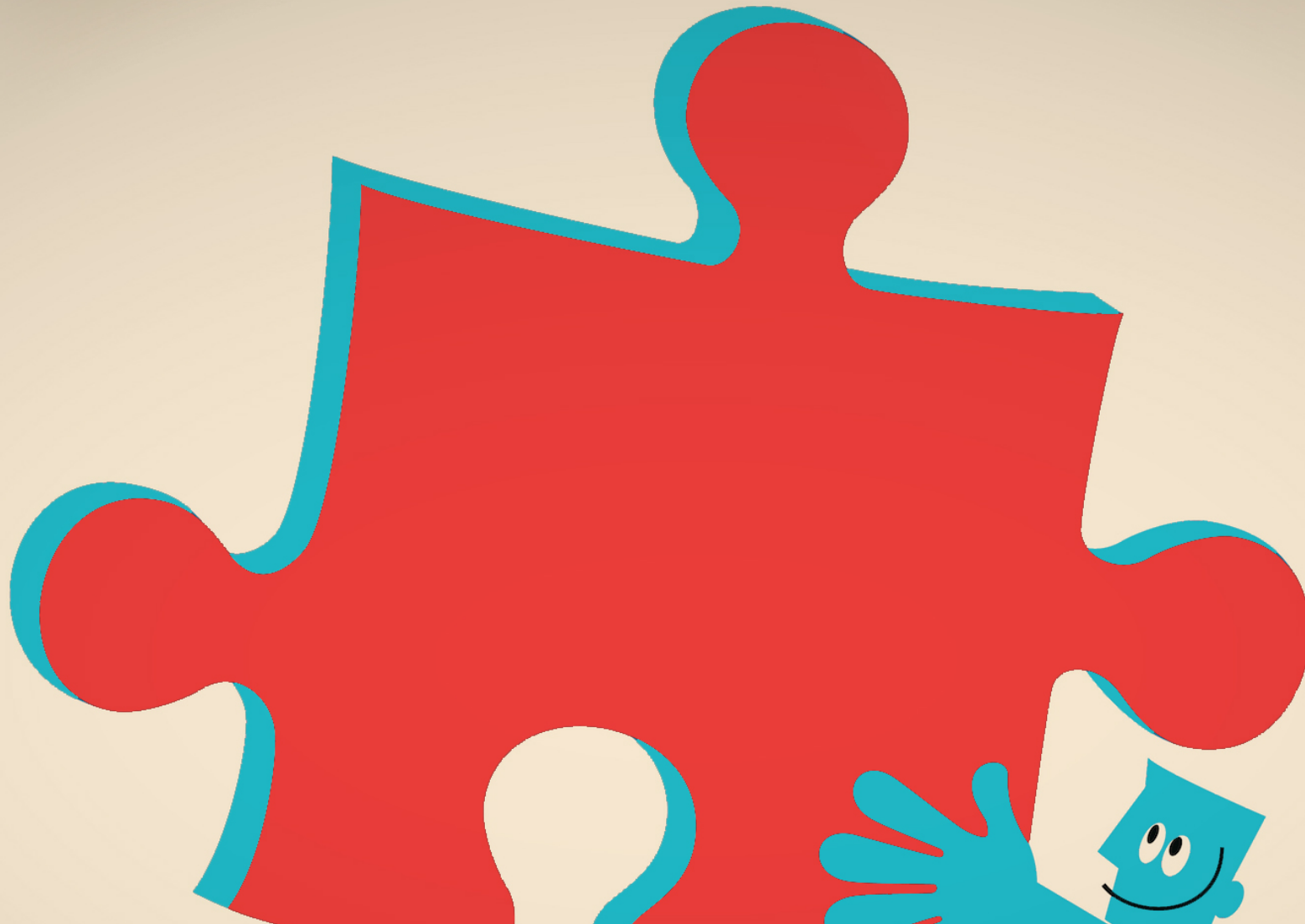


**MARIO**  
Unemployed



**MARIO**  
Startupper, CEO @ myself

**Farsi capire**



**Sapersi valorizzare e differenziare**





Al simile...

A promotional image for the movie 'Liar Liar' featuring Jim Carrey. He is wearing a grey suit, a white shirt, and a red tie, with his hands clasped in front of him. He has a slight, knowing smile.

**J I M C A R R E Y**  
**BUGIARDO BUGIARDO**

**FIDATEVI !**

**La promessa va mantenuta**



**Passaparola**



# CEO BRANDING





# CEO BRANDING

CEO Branding è il processo per comunicare **Vision, Mission e Positioning** dell'azienda attraverso la **persona**, i **valori** e la **personalità** del CEO.



**Tony Hsieh**  
**CEO Zappos**



**Tim Cook**  
**CEO Apple**



**Jeff Immelt**  fluencer | [Follow](#)  
Chairman and CEO at GE



744



105



37



Every month I sit down with my advertising team to review all the ads they are proposing to support our overall company brand. I have been doing this since I became CEO and, in that time, have seen dozens of ads, most of which I love and a few, that I didn't.

So why would I spend hundreds of hours over the years to review all of these ads? I would imagine that our advertising team asks themselves that question at every one of these reviews. The answer is that **owning, protecting and nurturing the brand is one of most important jobs of a CEO.**

## SOCIAL SEO



*Successful leaders will no longer be measured just by stock price.*

*Managing and communicating with shareholders, employees, government, community, customers will be table stakes in the future.*

*They are talking about your business anyway. Why not be included in the conversation?*

**Peter Aceto - CEO Tangerine Bank**



*Thousands of employees know me only by reputation, so in a real sense, my reputation is everything.*

**David Pottruck - Former CEO of Charles Schwab**

## ORA FA PARTE DEL LAVORO

*“Some CEOs say they’re too busy for social media. I say, **it’s part of the job.**”*

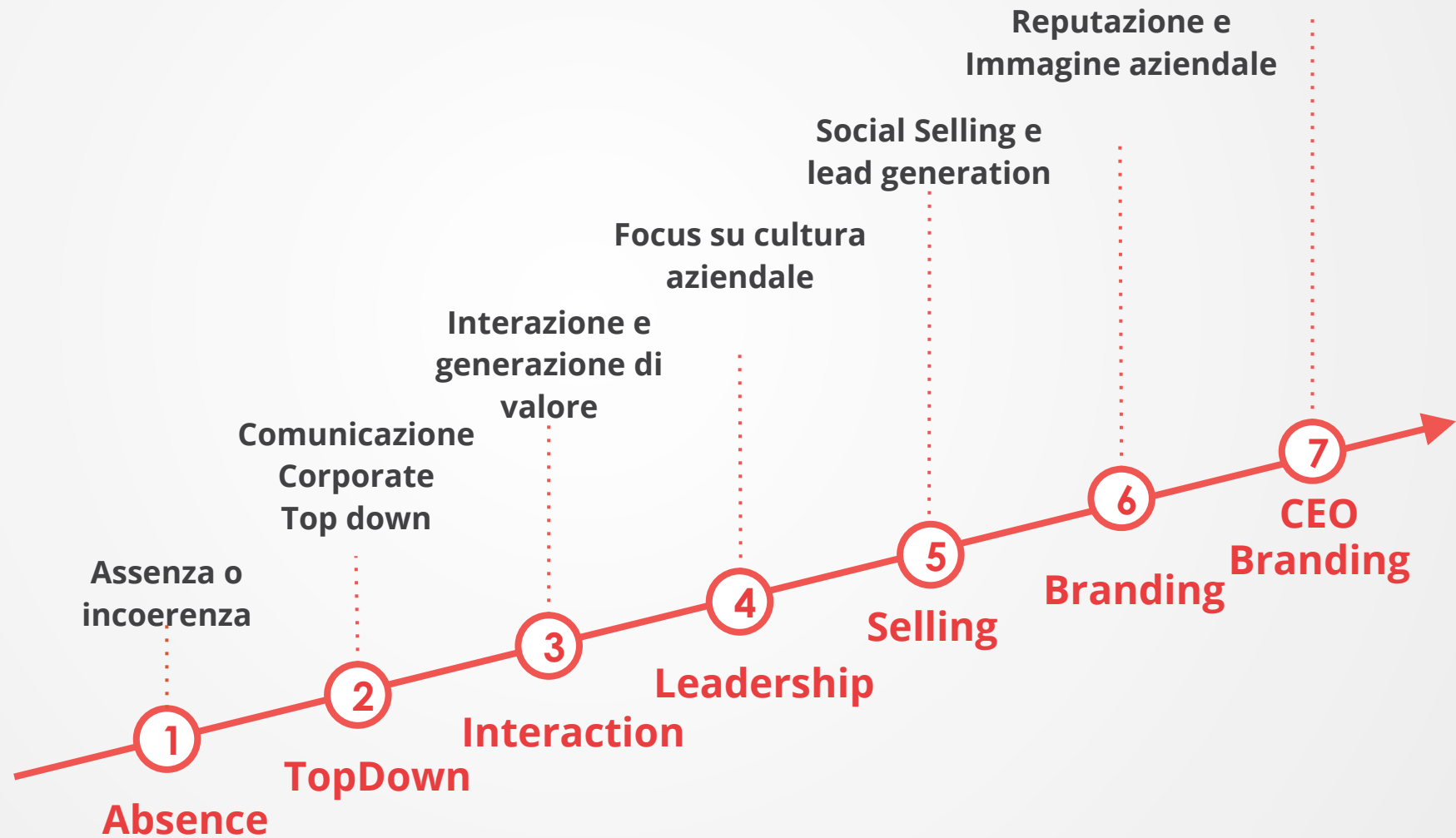
– @AmFamJack, American Family Insurance CEO Jack Salzwedel

- 2014: 32% Fortune 500 CEO sui social media
- 2015: 39%
- LinkedIn +26% da 2014 a 2015



# The BigName<sup>®</sup> CEO Branding Social Media Ranking Model

Una strategia offline-online completamente coordinata



# CEO ACTIVISM



67 **Christiana Figueres** ✓  
@CFigueres



Following

Great biz [#climateaction](#): CEO Paul Polman says [@Unilever](#) fighting deforestation through sustainable sourcing

Visualizza traduzione



**Stopping Deforestation Makes Business Sense, Says Unilever CEO**

Cutting back on cutting down trees can also drive profits, according to Unilever CEO Paul Polman

[scientificamerican.com](http://scientificamerican.com)

A decorative graphic on the left side of the slide. It features a solid blue vertical bar on the far left. To its right, several thin, curved blue lines sweep upwards and to the right. A bright yellow arrow points horizontally to the right, overlapping the blue lines.

# **PERSONAL BRANDING STRATEGY**

# PUBBLICO



**VALORE?**

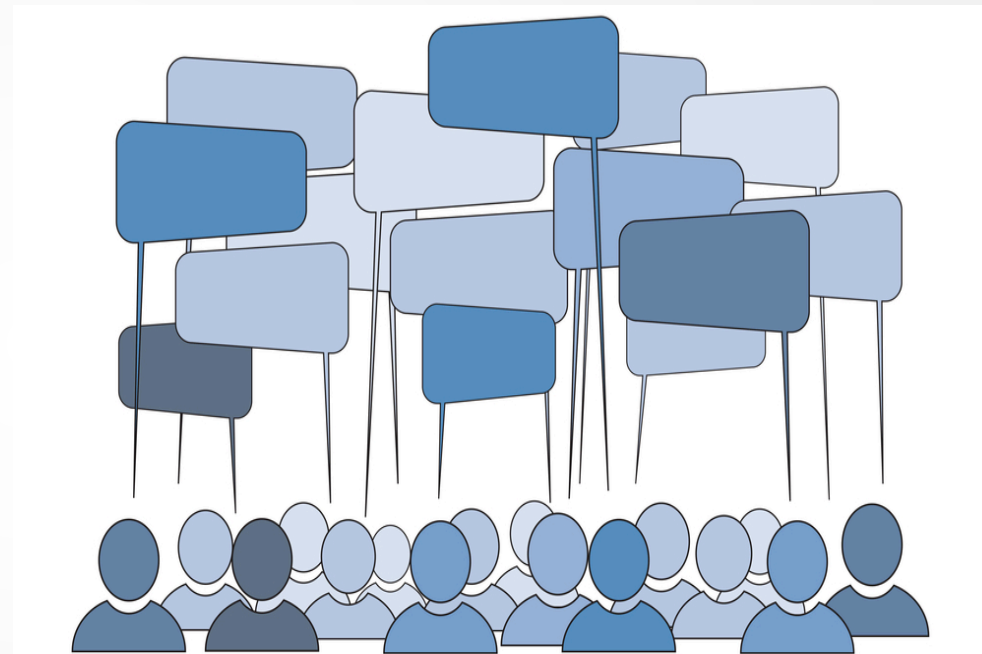





# PUNTI CHIAVE



**Immagine**



**Reputazione**



**you need the  
problem**

**to name the  
solution**

















# TEAM

## Figure professionali

- Personal Branding Strategist
- Visual Designer
- Story Designer
- Analyst
- Social Media Specialist
- Vertical (Industry) specialist
- ...

## Involved functions

- Digital Communication
- CEO Executive Assistants
- Branding
- Media relations
- Human Resources
- Internal Communication
- External Affairs
- ...

## UN CONSIGLIO





# THANK YOU

CEO of BigName®

@LuigiCentenaro

luigi.centenaro@bigname.it

