

NEED A 'LINKEDIN FOR LEADERS' PROGRAM? YOU'VE COME TO THE RIGHT PLACE.

My name's Roger Christie - founder of digital reputation advisory firm Propel. I help leaders use LinkedIn as a strategic business tool.

I've spent the past 15+ years and more than 30,000 hours helping hundreds of leaders like you thrive on LinkedIn. I've helped them grow their business, protect their reputation, and amplify their impact.

I'd love to help you, too.

Join our **Your Digital Reputation** program, designed specifically to help leaders like you get clear, confident and competent online.

WHAT IS A 'DIGITAL REPUTATION' + WHY DOES IT MATTER?

Your 'digital reputation' is what anyone, anywhere sees when they google your name. Often before they've met you.

Who's looking? Staff, talent, partners, customers, investors, regulators, media - the list goes on.

Why are they looking? To help them make decisions about who you are and whether they should join, buy, partner, invest or even trust you.

Why is LinkedIn important? LinkedIn is often the very first result on Google. It is the most important asset you have to control your narrative and reputation.

Are you harnessing this asset? **What does your digital reputation say to others about you and what you stand for today?**

HOW WILL THE YOUR DIGITAL REPUTATION PROGRAM HELP ME?

In just one month, I will greatly improve your LinkedIn performance through:

- An **audit** of your digital footprint, identifying risks and recommendations;
- A LinkedIn **strategy** session to define your goals, audience and voice;
- LinkedIn **best practice resources** and examples that help you enhance your profile, post content, learn about key audiences, and grow your network;
- A two-hour **personalised coaching session** to both build your competence and minimise risk to your reputation online.

Plus, I'll design **your LinkedIn roadmap** to help you take efficient, effective steps online. And I'll **benchmark your progress** at regular intervals to ensure your strategy and tactics remain fit for purpose.

“ **THE LESSONS I LEARNED KEEP RIPPLING THROUGH MY BUSINESS STRATEGY. MY TURNOVER IS WAY AHEAD OF WHAT I EVER IMAGINED.** ”

WHAT BENEFITS DOES THE YOUR DIGITAL REPUTATION PROGRAM PROVIDE?



WHAT DO YOUR CLIENTS SAY ABOUT YOUR WORK?

- "I would highly recommend Propel as one of **the best in the business.**"
- "This is **the missing piece** in executive education programs."
- "Your work **helps to demystify social** and connect it to purpose, strategy, risk and opportunity."
- "Your presentation has made me think **I owe it to my staff and the business** to do more on LinkedIn, and I will."
- "It's great to have you in my circle of wisdom. **Wouldn't be where I am without you!**"

WHO SHOULD DO THE YOUR DIGITAL REPUTATION PROGRAM?

Whether you lead a **small start up**, or a **multi-billion dollar enterprise**. Whether you're a leader in the **public, private** or **NGO** sectors. Whether you have been **at the helm for years**, or have **bold ambitions for the future**.

You should join this program if you want to:

- **Increase your profile** or **gain direct access** to key audiences;
- **Manage risk** or **influence crucial conversations** with stakeholders;
- **Stand out against competitors** to attract talent, customers or investors;
- Get a much **stronger return on investment** for your LinkedIn efforts;
- **Extend your existing communications program** into LinkedIn;
- **Get ahead of your peers** and be seen as an industry expert;
- **Expand your reach and influence**, quickly and efficiently; or
- Get your **whole leadership team** active and effective on LinkedIn.

Because there is a simple truth for all leaders today. Whether you're active or not - whether you like it or not - you now have a digital reputation. **What do others see when they google your name?**

HARNESS YOUR DIGITAL REPUTATION: CONTACT ROGER CHRISTIE.

Email: rchristie@propelgroup.com.au

Mobile: +61 431 718 018

LinkedIn: [linkedin.com/in/rogerchristie](https://www.linkedin.com/in/rogerchristie)

