

Thomas Gad: Leadership Branding Statements

1. The brand is actually almost always becoming the manifestation of the qualities of leadership of a company. But also the other way around, the brand could be there to help leaders to become those good, modern leaders that business life of today requires.
2. The most important aspect of branding is that it is all about communication, and communication is always about what is received in the other end, so branding is always what happens in the mind of the audience. And communication is by far the most important aspect of leadership, that's why branding is such an important leadership tool.
3. The problem in most companies is that the people out there in the company, who are supposed to perform numerous processes, internally as well as externally, including interaction with other stakeholders; such as customers, investors and suppliers, have only vague ideas of the company business strategy. Branding is a simple way to bridge this communication gap in a company.
4. Many problems in business management are solved at the same level or a lower level than where they occur. When something needs to be changed in a company it's usually done by changing the organisation, by exchanging people or sacking people. In many cases change can be done by communication instead.
5. Storytelling is a very important part of leadership branding, and the whole business of branding for the entrepreneur is an economical way to "reproduce" oneself - an efficient and simpler way to lead.
6. In order to recreate the entrepreneurial spirit in the management team of a larger company it's necessary to connect personal agendas of the members of the management team with the corporate issues of the company.

A final conclusion is that branding still offers unique possibilities for leadership in a transparent world with high demands on integrity, and that it is, with many companies and organisations, still an underestimated toolbox for leadership.

Thomas is founder of *Brandflight* (www.brandflight.com) with offices in Stockholm and London. His clients include companies like BrainHeart Capital, Stockholm City Council, Kista Science City, Carnegie Mellon University - Software Engineering Institute, Cerealia, Swedish Farmers Association and Johnson & Johnson - Ethicon.

Gad has developed a unique 4-dimensional method of creating, transforming, and maintaining brands and authored the book *4-D Branding*, with foreword by Sir Richard Branson (*Financial Times/ Prentice Hall, London 2001*). He has also co-authored *Managing Brand Me – how to build your personal brand* (Pearson-Momentum, London 2002).