

EARNED AUTHORITY

BUILDING YOUR CORPORATE
BRAND IN A GEO/AEO WORLD

{Bastion™



Your leaders
are among your
most powerful
reputation
assets.



WHAT IS EARNED AUTHORITY?

In an AI-driven world, executive authority is no longer just about visibility - it's about being recognised, trusted and recommended.

Earned Authority connects executive profiling, thought leadership, LinkedIn, earned media and speaking opportunities to build a credible, consistent body of evidence that strengthens how leaders are discovered and understood.

As AI and Generative Engine Optimisation (GEO) reshape how information is found and recommendations are formed, building executive authority has never been more important.

The result is greater than the personal profile, influential leaders who shape conversations and build trust can strengthen the reputation of the organisations they represent.

WHY DOES IT MATTER?



BUILDS TRUST

Put credible, human voices behind the corporate brand.



SHAPES CONVERSATIONS

Influence the issues, industries and decisions that matter.



DRIVES DISCOVERY

Make leadership expertise visible to people, search and AI.

WHY DOES IT MATTER TODAY

AI IS RESHAPING DISCOVERY

People increasingly turn to AI for information and recommendations. A credible digital footprint helps ensure leaders and brands are part of the conversation.

REPUTATION CAN'T BE LEFT TO CHANCE

Without a consistent, credible presence, brands risk being overlooked, misrepresented or overshadowed by more visible competitors, especially when it comes to social and digital platforms.

THIRD PARTY CREDIBILITY MATTERS

Earned media, expert commentary and trusted sources help establish authority, providing signals that can influence both human audience and AI-generated answers.

EXECUTIVE PROFILE DEVELOPMENT

Building leaders people and AI recognise, understand and trust.

Who gets recognised as an authority is increasingly shaped before a meeting ever takes place – through search, LinkedIn, media, thought leadership, podcasts and generative AI.

Even highly experienced executives can be absent, misrepresented or indistinguishable if there isn't a credible body of content demonstrating what they know and stand for.

WHO IS EXECUTIVE PROFILE DEVELOPMENT FOR?

- CEOs and founders
- Managing directors and senior executives
- Board members
- Professional-services leaders
- Technical and subject-matter experts
- Leaders entering a more visible role
- Executives representing an organisation through change
- Leadership teams seeking a coordinated profiling program

BUILD AUTHORITY **ACROSS KEY CHANNELS**

A CONNECTED ECOSYSTEM THAT COMPOUNDS OVER TIME.

LINKEDIN  **FAMILIARITY**

Build regular visibility and create an accessible record of the executive's thinking.

OWNED  **DEPTH**

Articles, research, speeches, video and interviews demonstrate expertise and provide authoritative source material for search and AI.

EARNED  **VALIDATION**

Media commentary, interviews, speaking opportunities and third-party coverage provide independent recognition of expertise.

FAMILIARITY + DEPTH + VALIDATION = AUTHORITY

EARNED AUTHORITY PROCESS

Earned Authority is designed for leaders who want to strengthen their professional reputation, elevate their influence and become recognised voices in their industry, while building trust and credibility in the organisations they represent.

We take a three-step approach to transforming executive expertise into recognised authority, influence and corporate reputation.



1. REFINE THE PROFILE

Put credible, human voices behind the corporate brand.



2. DEFINE A CLEAR POSITION OF AUTHORITY

Put credible, human voices behind the corporate brand.



3. BUILD AUTHORITY ACROSS CHANNELS

Put credible, human voices behind the corporate brand.

1. RAISE THE PROFILE

We establish the foundations of a credible and compelling executive profile, ensuring a consistent narrative and professional presence that reflects the leader's expertise and the organisation they represent.



EXECUTIVE POSITIONING

Define audiences, expertise, point of view and connection to the corporate brand.



LINKEDIN STRATEGY & OPTIMISATION

Align headline, About, experience and featured content around the executive's positioning.



BIOGRAPHY & DIGITAL PRESENCE

Create a compelling executive biography and consistent profile across corporate and professional channels.



THOUGHT LEADERSHIP STRATEGY

Create a practical program of ideas, commentary, articles, speeches, research and content around priority themes.

THE OUTCOME: A DISTINCTIVE, CREDIBLE AND DISCOVERABLE EXECUTIVE PROFILE THAT PROVIDES THE FOUNDATION FOR BUILDING AUTHORITY, VISIBILITY AND INFLUENCE.

2. DEFINE A CLEAR POSITION OF AUTHORITY

We define four areas of authority where the executive has genuine experience, a distinctive perspective and a credible reason to contribute.



EXECUTIVE EXPERTISE

What they genuinely know.



STAKEHOLDER INTERESTS

What audiences want to understand.



BUSINESS PRIORITIES

What matters to the organisation.



CULTURAL AND INDUSTRY CONVERSATIONS

Where their perspective can add value.

THE OUTCOME: A CLEAR EXECUTIVE POSITIONING AND NARRATIVE THAT GUIDES EVERYTHING THAT FOLLOWS.

3. BUILD AUTHORITY ACROSS CHANNELS

We activate a connected program across LinkedIn, owned and earned channels to build visibility, demonstrate expertise and establish independent credibility with key audiences.

LINKEDIN → **FAMILIARITY**

Build regular visibility and create an accessible record of the executive's thinking.

OWNED → **DEPTH**

Articles, research, speeches, video and interviews demonstrate expertise and provide authoritative source material for search and AI.

EARNED → **VALIDATION**

Media commentary, interviews, speaking opportunities and third-party coverage provide independent recognition of expertise.

THE OUTCOME: A SUSTAINED AND RECOGNISABLE POSITION OF AUTHORITY THAT STRENGTHENS CORPORATE REPUTATION, BUILDS STAKEHOLDER TRUST AND INCREASES DISCOVERABILITY ACROSS SEARCH AND AI.



Thank you

BASTION BUILDS EXECUTIVE PROFILES
THAT ARE DISTINCTIVE TO PEOPLE,
DISCOVERABLE BY SEARCH AND AI, AND
ALIGNED WITH THE ORGANISATIONS
THEY REPRESENT.

For more information, please contact:

Richard Chapman

Managing Director

Bastion Communications

E: richardc@bastionagency.com

M: +61 417393237