EARNED AUTHORITY

BUILDING YOUR CORPORATE BRAND IN A GEO/AEO WORLD

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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.

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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.

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EXECUTIVE PROFILE DEVELOPMENT

Building leaders that people and AI recognise, understand and trust.

Today, how leaders are recognised as authorities is increasingly shaped before a meeting ever takes place - through search, LinkedIn, media coverage, 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

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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

Establish a consistent narrative and focus areas of expertise.

3. BUILD AUTHORITY ACROSS CHANNELS

Activate a connected ecosystem across earned, owned and shared channels.

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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.

BIOGRAPHY & DIGITAL PRESENCE
Create a compelling executive biography and consistent profile across corporate and professional channels.

LINKEDIN STRATEGY & OPTIMISATION
Align headline, About, experience and featured content around the executive's positioning.

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 AUHTORITY, VISIBILITY AND INFLUENCE.

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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.

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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:

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