

BRANDFACE[®]

CLIENT SPOTLIGHT

Leadership Launch

For New and
Emerging Leaders

SPARK

How to Turn Your
Potential Into Power

BRANDY FERRER

Leadership Coach & Consultant
Bestselling Author



WHY BRANDY BECAME A **BRANDFACE**[®]

BRANDFACE[®] *Reviews*

"It gave me inner confidence & outer clarity...it's the best investment I've made in my business in 12 years."

-Brandy Ferrer



CLICK IMAGE TO WATCH BRIEF VIDEO
Brandy describes her BrandFace journey

CHALLENGES / GOALS:

- There was a lack of clarity around her messaging
- There was also a lack of consistency across all of her platforms
- People were scratching their heads when she told them about her work
- Everything was disjointed and needed a clear focus & direction

OUTCOME:

- "I was at a speaking conference a few weeks ago. I've done those before and nothing happened. This time, I got a new client...with more to come."
- "It helped me clarify my messaging and what that voice in the marketplace needs to be."
- "I'm attracting the right people with the right challenges (that I can help resolve)."
- "I have a much greater confidence in selling (doesn't feel like selling at all-it feels like what I set out to do 12 years ago, which is to help)."
- "People I talk to are responding. More business is coming through the door."

THE JOURNEY

BRANDY'S HIGHLIGHTS

I launch new and emerging leaders by turning their potential into power.

- Launches new and emerging leaders within the human resources, finance, insurance & fire service industries
- Creator of the SPARK program, which is designed to discover, develop, and ignite leadership confidence
- Author of two books on leadership, including the Amazon bestseller *Spark: How Great Leaders Start*
- Experienced leadership consultant known for a holistic and customized approach that impacts the entire team
- Excels at identifying the core problem, creating a safe space, and building trust through communication
- Develops confident leaders who embrace their superpower, navigate challenges, and elevate their teams



BRANDY'S STORY



A pivotal moment in Brandy Ferrer's leadership career came when she realized that what gets you promoted doesn't always make you successful. She learned the concept of leadership at a young age, being raised by two Air Force parents. Their frequent moves, including living abroad in Germany, taught her how to navigate change and adapt to any situation. When she began her career in the mortgage industry, those skills positioned her perfectly to climb the ladder, where she was supported by powerful leaders who created a positive and thriving environment. She loved the culture, and was prepared to retire from that company. Unfortunately, the universe had something else in mind, because in 2007 the market collapsed, and she was suddenly forced to do something different. Her next job was a stark disappointment, however, with ineffective and under confident leadership, creating the opposite environment she had come to expect. This was the pivotal moment when she understood that leaders need a different set of skills in order to create a unified, productive team. Realizing the gap and the opportunity, she knew she could create a greater impact on today's leaders, helping them to accomplish their goals with bespoke strategies. That's when she founded Pathfinder Strategies to serve as a leadership launching pad for new or emerging leaders.

Today, Brandy is an experienced leadership coach and consultant who works specifically within the human resources, finance, insurance & fire service industries. She's known for a holistic and customized approach that impacts an entire team, and excels at identifying the core problem, creating a safe space, and building trust through communication. As part of her success system, she created the SPARK program, designed to discover, develop, and ignite leadership confidence. She's also the author of two books on leadership, including the Amazon bestseller Spark: How Great Leaders Start. Her mission is to develop confident leaders who embrace their superpower, navigate challenges, and elevate their teams.



CONTACT BRANDY



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WHO WE ARE

COACHES, CONSULTANTS & EXPERTS HIRE US TO BUILD A PROFITABLE PERSONAL BRAND
SO THEY CAN 'CHANGE HOW THEY'RE SEEN & CHARGE WHAT THEY'RE WORTH'

BRANDFACE

Tonya Eberhart (Founder) & Michael Carr (COO)

- Creators of the most comprehensive personal brand building system across the globe
- Known for packaging and presenting authentic brands that turn purpose into profit
- Specializing in Coaches, Consultants & Experts who deserve to charge what they're worth
- Bestselling authors on personal branding and hosts of the Be BOLD Branding podcast
- Appeared 250+ times as expert guests and authorities on the subject of personal branding
- Recognized for their Define, Develop & Display formula for profitable personal branding

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