

BRANDFACE[®]

CLIENT SPOTLIGHT

The LeaderShift Strategy

That Gets Everyone
To GOAL

THE LOVE LANGUAGE OF LEADERSHIP

Motivate. Validate. Elevate.

ISABELLE FORTIN

Team LeaderShift Strategist
Speaker | Author | Podcaster



WHY MARK BECAME A BRANDFACE®

BRANDFACE® *Reviews*

“I loved working with you and BrandFace and this journey together is not over!”

-Isabelle Fortin



CHALLENGES / GOALS:

- She felt ‘lost in all the branding noise’, and needed to stand out from everyone else in the leadership space
- She thought all she needed was a ‘cute logo and a website’ to complete her brand
- She needed someone to take her by the hand and guide her through the process
- She needed help figuring out WHO she was meant to serve, and how to articulate that

OUTCOME:

- “BrandFace saved my sanity. They helped me get to my WHY.”
- “They helped me find my niche, and craft the right message to reach my target audience.”
- “They gave me WAY more than just a few tools to help me generate leads.”
- “I realized that so many things need to be figured out BEFORE the cute logo and the website.”

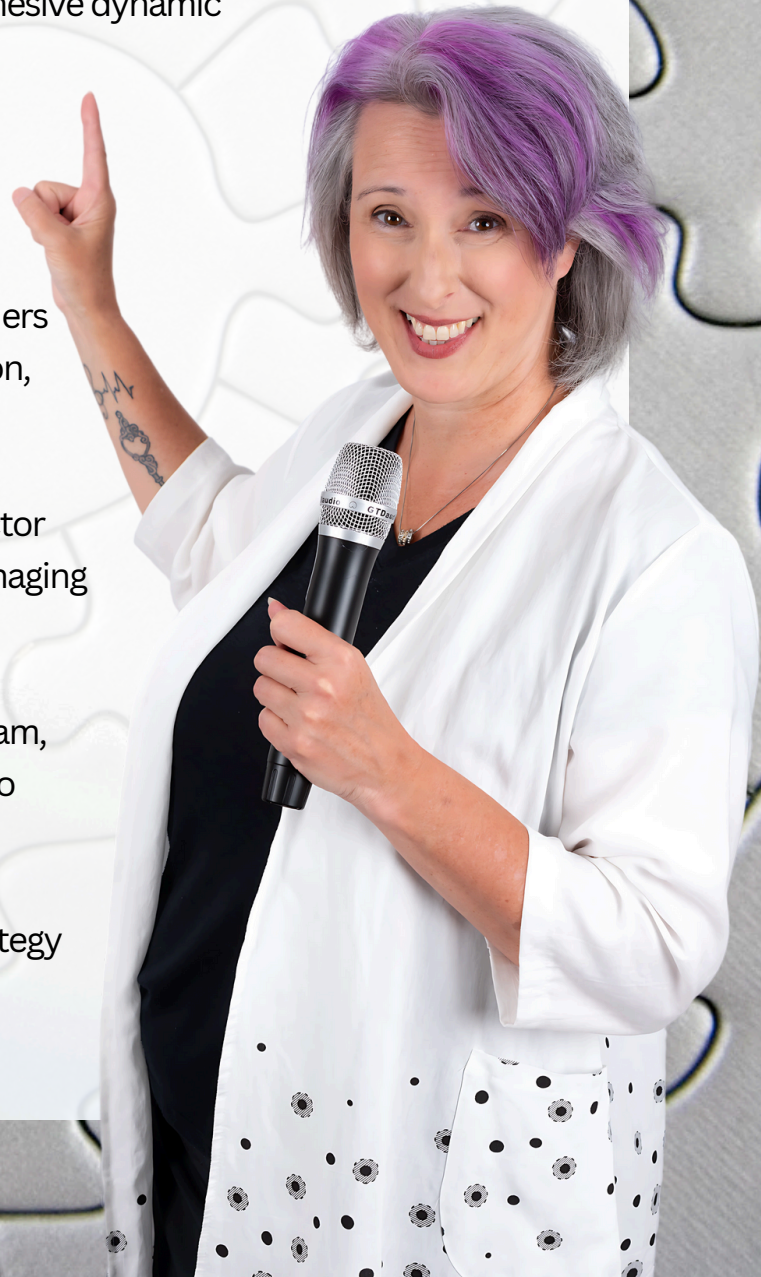
THE JOURNEY

ISABELLE'S HIGHLIGHTS



I empower human-centered leaders to shift their leadership strategy so they can motivate, validate, and elevate until everyone gets to goal.

- Empowers human-centered leaders to understand and adapt their leadership style so everyone gets to goal
- Focuses on team conflict resolution so leaders can save massive amounts of time and create a cohesive dynamic
- Revolutionary behavioral & motivation assessment helps leaders motivate, validate and elevate each individual
- Innovative strategies help CEOs & HR leaders improve communication, culture, retention, and profitability
- Former Air Force training operations director with over a decade of experience as a managing business owner
- Host of 'The Leadershift Strategy' livestream, featuring tried and tested leaders willing to share their journey
- Customizes consulting, speaking, and strategy for every client, empowering them to go *Against the Ordinary*



ISABELLE'S STORY

Isabelle Fortin's journey from repressed to respected all started with finding her own, unique voice. As a child, Isabelle was discouraged from expressing emotions and speaking out, even forbidden from discussing her mother's passing. Time and again, she was silenced, and she vowed that, as an adult, things would be different. Her first step to empowerment was enlisting in the Air Force. For the next decade, she developed her independence and learned critical leadership skills as a training operations director. Upon transitioning to civilian life, however, those same admirable traits were not recognized or valued by the company she worked for, and she was constantly interrupted and shut down by her superiors. She knew there was no way she, or anyone else, could reach their goals in this type of atmosphere. So, dissatisfied with the constant internal conflict, she decided to start her own business and change company culture for the better, beginning with her own leadership.

Today, Isabelle empowers human-centered leaders to understand and adapt their leadership style so everyone gets to goal. Her revolutionary behavioral & motivation assessment helps leaders motivate, validate and elevate each individual on their team. After over two decades of experience in the military and as a managing business owner, she uses her innovative strategies to help CEOs and HR leaders improve communication, culture, retention, and profitability. Her consulting and speaking styles are customized for every client, empowering them to *go Against the Ordinary*, a mantra she has affectionately come to be known for. She's also the host of 'The Leadershift Strategy' livestream, featuring tried and tested leaders who are willing to share their journey.



CONTACT ISABELLE

AGAINST ^{THE}
ORDINARY
HUMAN CENTERED LEADERSHIP CONSULTING



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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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MAGAZINE