

# BRANDFACE<sup>®</sup>

CLIENT SPOTLIGHT

## GOING BEYOND YOUR BORDERS

For Intentional  
Servant Leaders

Build a  
**MAGNIFICENT  
Business.**

Make a  
**SIGNIFICANT  
Impact.**

**JIM HARDWICK**

FOUNDER, Magnificent Significance  
& the Hardwick Foundation



# WHY JIM BECAME A BRANDFACE®

“It’s difficult to find a company that does what they say they will do. BrandFace far exceeded my expectations with every step in the process.”



## CHALLENGES / GOALS:

- Needed branding to align with his new program and website
- Wanted his brand to capture his story and inspire people to join him on a truly transformative journey
- Needed a way to share his mission and program with great clarity
- Had all 3 businesses on his LinkedIn profile and needed a better way to merge or infuse them into one cohesive brand

## OUTCOME:

- “It is difficult to find a company that you can trust and does what they say they will do. BrandFace far exceeded my expectations with every step in the process.”
- “The most eye opening part of my journey was when I realized that BrandFace did all the work!”
- “My brand now presents a professional image that naturally draws people in, sparking their interest to learn more about what I do.”
- “I am now prepared with collateral for any opportunity.”
- “It’s professional and authentic, and I am extremely proud and thrilled to share it with others!”

THE JOURNEY

# JIM'S HIGHLIGHTS

I help servant leaders go beyond their borders to create a magnificent business while making a significant impact.

- Serves small to midsize business owners who want to live intentional lives and go beyond their borders
- Core mission is to encourage his clients to embrace their servant's heart to elevate their business
- Creator of *Magnificent Significance*, designed to help leaders achieve superabundance through service
- Experience includes 25+ years in executive leadership, helping his clients generate profitable revenue
- Founder of *The Hardwick Foundation*, providing dental care and education to the Masai people in Kenya
- Keynote speaker who shares his unique servant leadership journey from sales to nonprofits to safaris
- Traveled to 42 countries and 2022 recipient of the *Everyday Hero* award through *Up With People*

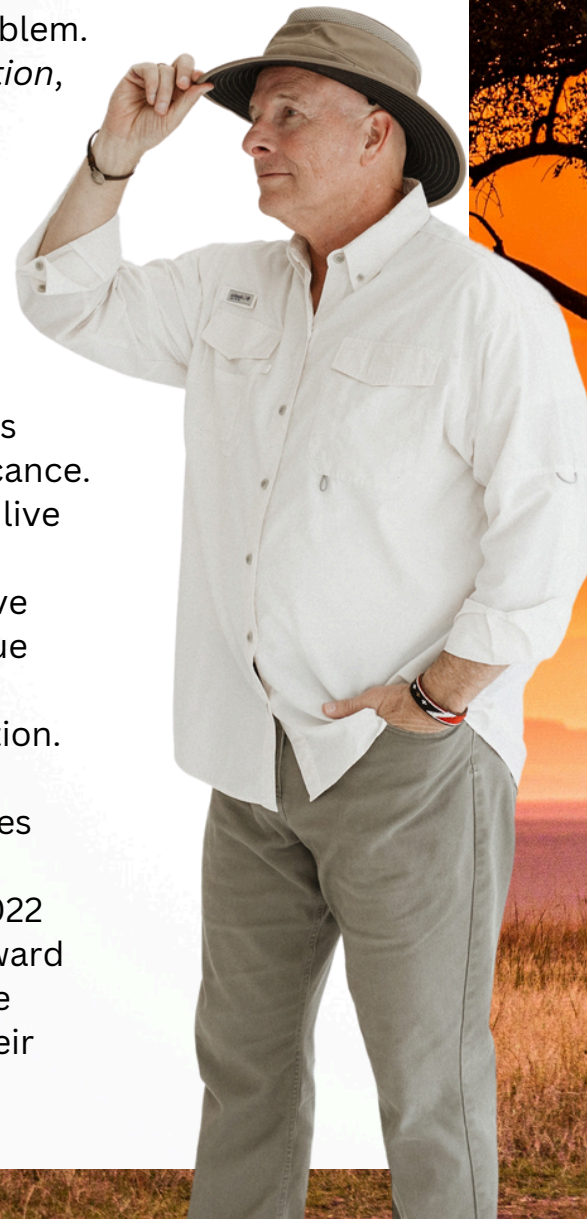


# JIM'S STORY



Jim Hardwick's life changed forever when he chose to go beyond his borders. Growing up in Speedway, Indiana, he had little chance to travel during his childhood. So, when the opportunity arose to join *Up With People* and spend time with 125 other kids from 25 different countries, he seized the chance to expand his horizons. That trip made such an impact on his life, and set the trajectory for success. What followed was 36 years in corporate America, helping sales teams and leaders generate consistent revenue. And while this has always been fulfilling, Jim knew there had to be more. That's when a fateful trip to Kenya revealed his true calling. He went at the encouragement of a friend, and in a single moment, discovered a need that would pivot his life in ways he could not have imagined. While on safari, Jim visited a medical clinic for the Masai people, and learned that they didn't have access to critical dental care. Since his wife, Jody, is a dental hygienist, he knew instantly how to solve that problem. Ten months later, he had founded the *Hardwick Foundation*, and they led their first dental team to Kenya. In this inaugural trip, 191 people were treated and 258 procedures were performed in a tent, at no charge to the patients. The impact was instant and significant, and that's the moment he knew his mission was much larger than himself.

Today, Jim helps servant leaders go beyond their borders through a program he created called Magnificent Significance. He serves small to midsize business owners who want to live intentional lives and achieve superabundance through service. His experience includes over 25 years in executive leadership, helping his clients generate profitable revenue while taking a deeper look into what really matters by igniting a business culture of engagement and collaboration. Jim has traveled to 42 countries and experienced many different cultures. He is also a keynote speaker who shares his unique servant leadership journey from sales to nonprofits to safaris. He and Jody are proud to be the 2022 recipients of the *James E. MacLennan Everyday Hero* award through *Up With People*. His core mission is to encourage his clients to embrace their servant's heart to elevate their business.



# CONTACT JIM



[Connect on LinkedIn](#)

GRAB JIM'S  
FREE E-BOOK!



# 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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