

BRANDON WILLIAMS

MAGALI DE REU

# The **Brandon Williams** Authority Blueprint



**GOALS**

# What this playbook sets in motion

This playbook repositions Brandon from "fighter pilot speaker" to recognized expert in high-stakes leadership. It defines his mission, core audiences, and promise, then translates that into clear positioning, messaging, and offers that move beyond one-off keynotes into recurring consulting work and scalable tools.

## BE RECOGNIZED AS AN EXPERT FIRST

Shift perception from "fighter pilot speaker" to a trusted authority on leadership and performance in high-stakes environments.

- Outcome-focused positioning
- LinkedIn profile speaking directly to buyer pain points
- Visual branding that signals expertise over entertainment

## WIN MORE RECURRING CORPORATE WORK

Secure deeper engagements in safety-critical industries through workshops, advisory, and follow-on programs.

- Reposition keynotes
- Funnel from speaking to long-term work
- LinkedIn content showcasing frameworks and results

## BUILD A SCALABLE BUSINESS

Expand beyond one-off keynotes into additional revenue streams that multiply impact and income.

- Package debrief methodology into productized offers
- Revamped website positioning speaking as the entry point.
- Optimized outreach and DM system to convert connections into clients

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Positioning foundation

Audiences

Offers and value ladder

Content and outreach strategy

Visual branding

POSITIONING FOUNDATION

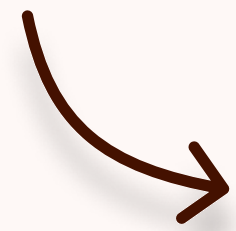
# Brandon faces two critical positioning barriers

- ✔ "Human Factors Leadership" confuses decision-makers
- ✔ Few buyers understand the term
- ✔ Even safety executives ask: "Is this HR? Engineering?"

His messaging doesn't state:

- ✔ What specific problem gets solved
- ✔ What measurable outcome clients get
- ✔ Why him over 500 other leadership speakers

The solution



- ✔ Lead with problems buyers recognize in their own language
- ✔ Reposition "human factors" as credible foundation
- ✔ Let the expertise become proof of capability instead of the barrier to understanding

POSITIONING FOUNDATION

# Brandon's new positioning built on authority and urgency

Brandon Williams helps leaders in safety-critical industries reduce critical errors and prevent costly failures, using aviation human factors methodology to build debrief cultures where teams catch problems before they become catastrophes

OUTCOME   
HOW   
WHY 

## WHY BRANDON?

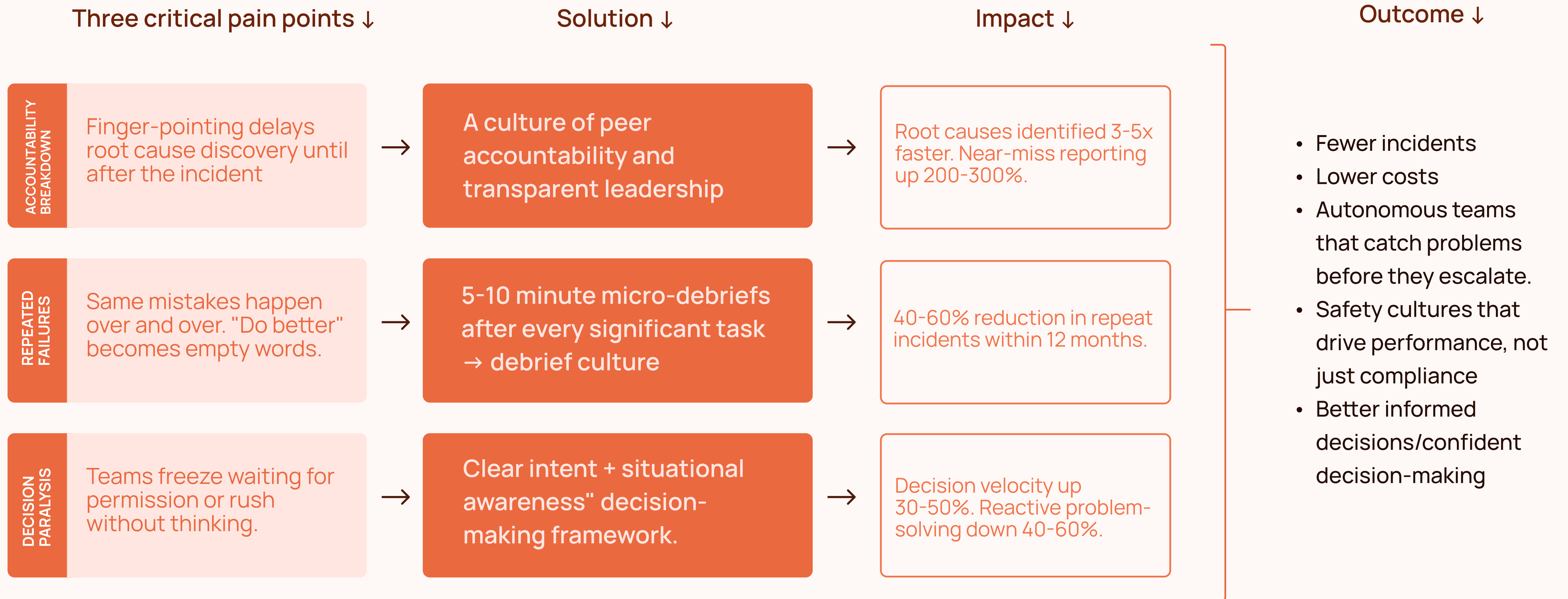
- ✔ 13 years as fighter pilot + aviation safety investigator (credibility in high-stakes performance)
- ✔ 15 years teaching human factors at university level (academic rigor behind the methodology)
- ✔ Proprietary 4-step debrief framework with worksheets (tangible methodology)
- ✔ Bridges the gap between safety teams (who get it) and executives (who write checks)
- ✔ Uses behavioral psychology (human factors) to design leadership practices that prevent critical errors

## WHY NOW?

- ✔ Safety-critical industries face increasing complexity and rapid change
- ✔ Human error remains the leading cause of incidents (up to 90% across industries)
- ✔ Traditional compliance training doesn't address behavioral root causes
- ✔ Teams are "too busy" to learn from mistakes until disasters force them to
- ✔ Psychological safety is now a boardroom priority, not just HR buzzword

POSITIONING FOUNDATION

# The outcomes Brandon delivers



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Positioning foundation

**Audiences**

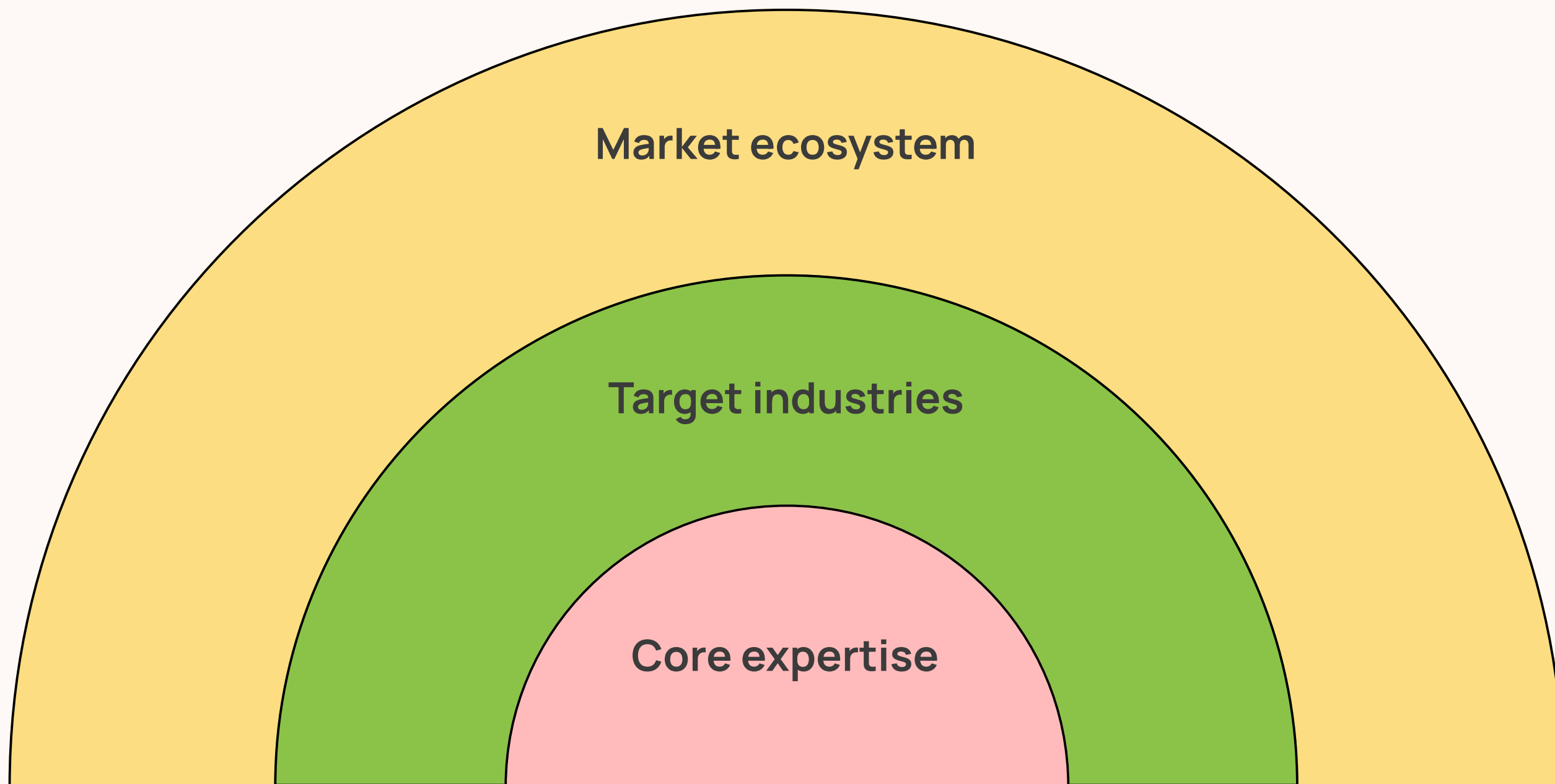
Offers and value ladder

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AUDIENCES

# Understanding Brandon's market



**Market ecosystem - two channels**

Brandon's audiences span two channels: speaking bureaus and corporate buyers who engage through traditional business channels (referrals, websites, proposals), and LinkedIn where thought leadership generates direct inbound bookings through content and DMs. Traditional channels require formal vetting, while LinkedIn enables faster, direct connection.

**Target industries - high-stakes sectors**

Brandon specializes in safety-critical industries where human error costs lives: Healthcare, Oil & Gas, Nuclear, Manufacturing, Construction, Transportation and Aviation. These sectors share common pain points (reducing critical errors, building accountability, preventing repeat incidents) making his debrief methodology immediately applicable and valuable.

**Core expertise - aviation methodology**

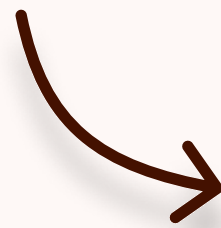
Brandon translates aviation human factors into leadership practice. His 13 years as a fighter pilot and safety investigator, plus 15 years teaching human factors at university level, give him unique authority to help leaders reduce human error through debrief frameworks, mutual support cultures, and situational awareness training.

AUDIENCES

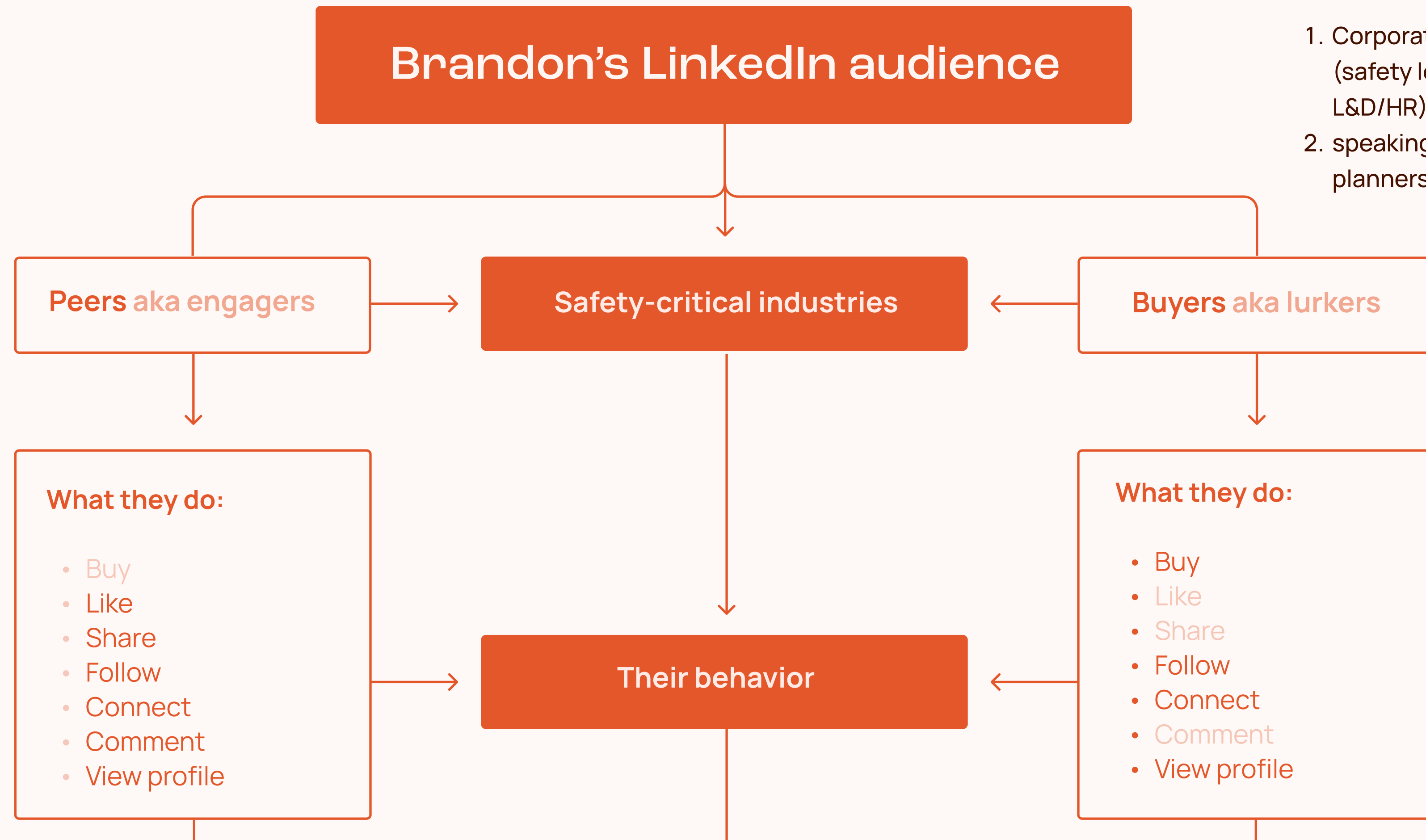
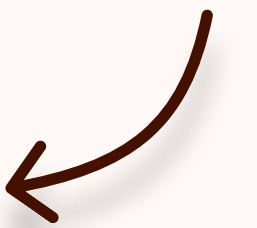
# Understanding Brandon's LinkedIn ecosystem

Brandon's market ecosystem plays out differently on LinkedIn. The traditional buyers become strategic lurkers, while industry peers become amplifiers, both serving distinct roles in building authority and generating bookings

Safety professionals, other speakers, consultants, industry thought leaders

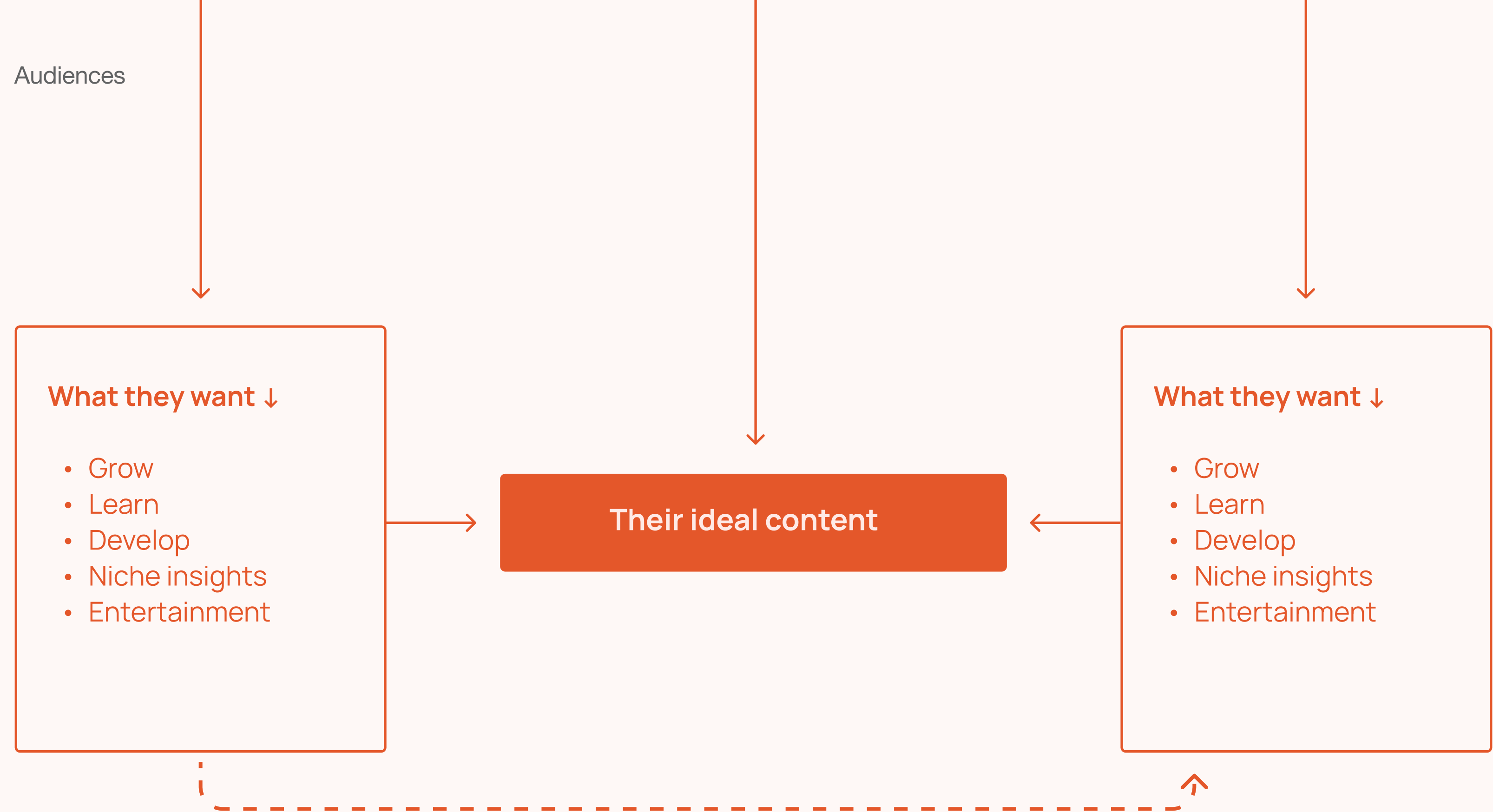


- 1. Corporate buyers (safety leaders, C-suite, L&D/HR)
- 2. speaking bureaus/event planners



AUDIENCES

# Understanding Brandon's LinkedIn ecosystem



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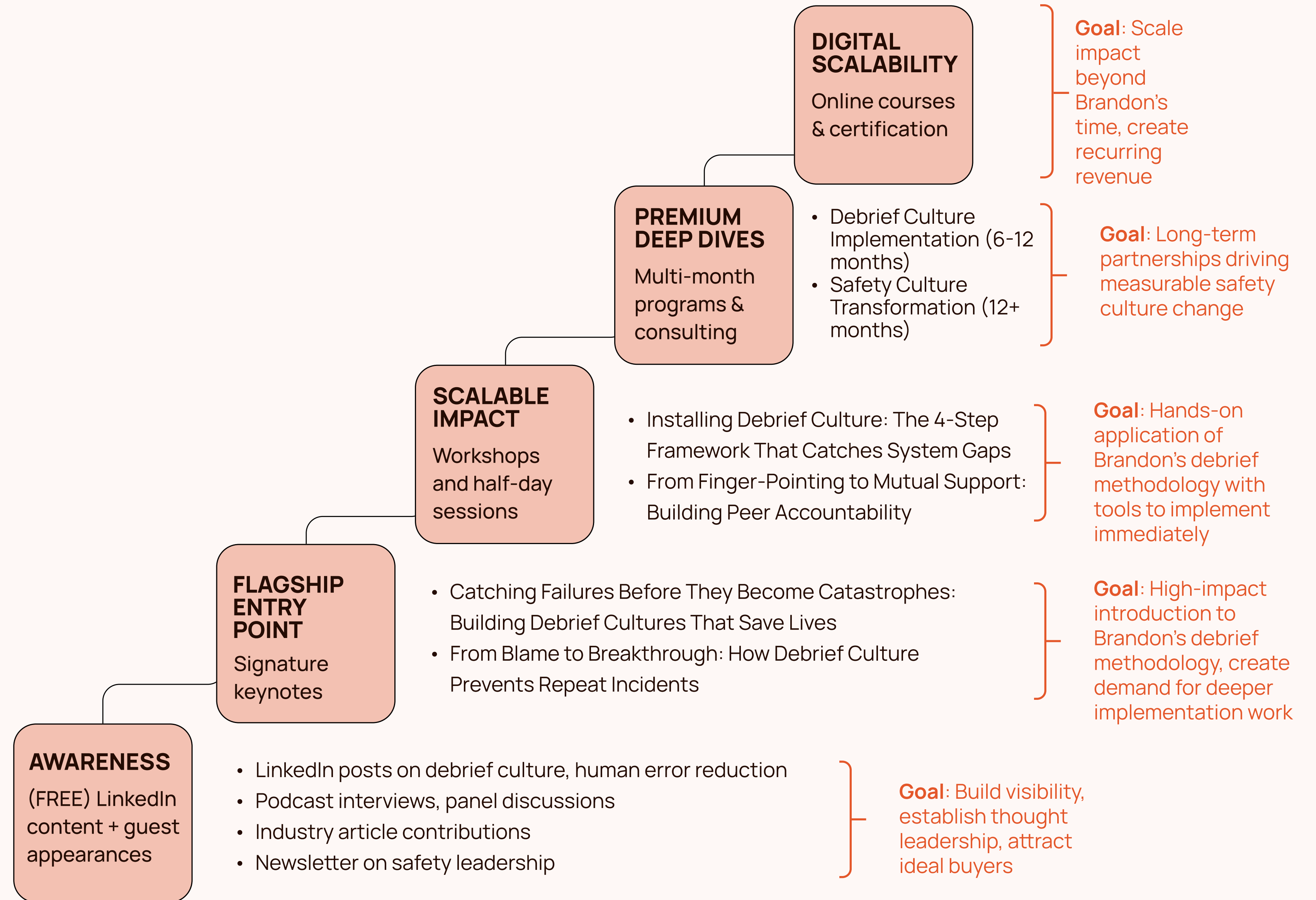
Visual branding

### OFFERS AND VALUE LADDER

# Building Brandon's revenue engine

**Brandon's current challenge:** He positions keynotes as the end goal when they should be the entry point to higher-value consulting work.

**The shift:** Reposition as a consulting expert who uses keynotes to demonstrate methodology, then scales impact through workshops and embedded programs.



OFFERS AND VALUE LADDER

# Building Brandon's revenue engine

Even though Brandon delivers keynote speaking, workshops, consulting, and coaching, he must position around one core solution: helping safety-critical teams reduce critical errors and prevent costly failures. Brandon leads with what decision-makers care about: fewer incidents, lower costs, teams that catch problems before disaster. One core solution. Multiple ways to deliver it.

What Brandon offers:

- Keynote speaking
- Workshops
- Consulting programs
- Executive coaching
- Safety culture transformation



What he's known for

- Keynote speaking
- Workshops
- Consulting programs
- Executive coaching
- Safety culture transformation
- Reducing critical errors and preventing costly failures

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CONTENT AND OUTREACH STRATEGY

# Creating a LinkedIn profile that showcases expertise and attracts ideal buyers

People love simplicity. Otherwise they get confused. That's why step one is to optimize Brandon's LinkedIn profile to instantly communicate one clear message: he helps safety-critical teams reduce critical errors and prevent costly failures. Every element of the profile: headline, about section, featured content, must reinforce this single outcome, not dilute it with multiple messages. A clear profile attracts the right buyers. A cluttered one confuses everyone.

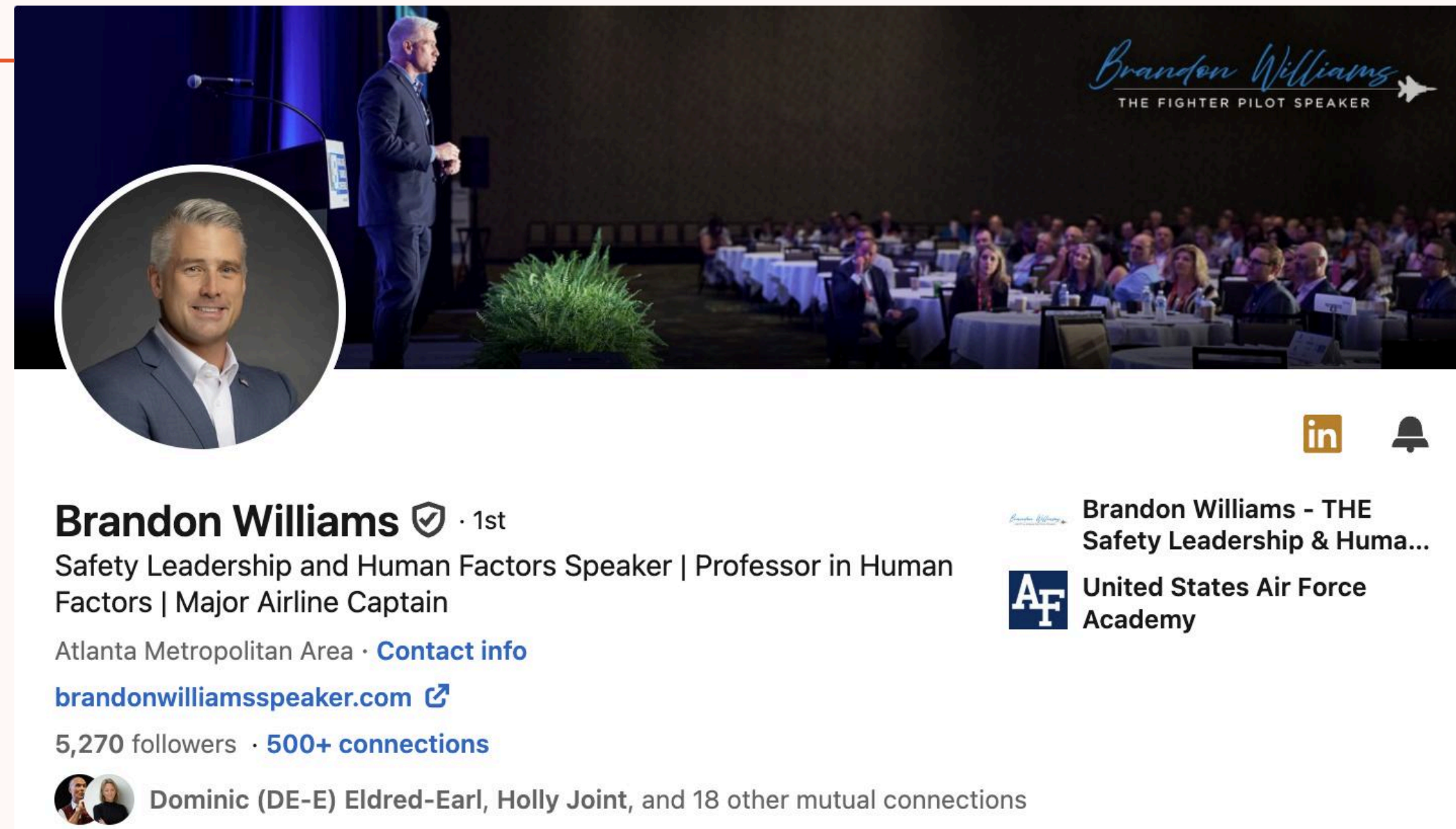
potential new linkedin headline



I teach leaders in safety-critical industries how to reduce errors before they become disasters | Debrief Culture Expert | Fighter Pilot → Professor → Keynote Speaker

### What Brandon offers:

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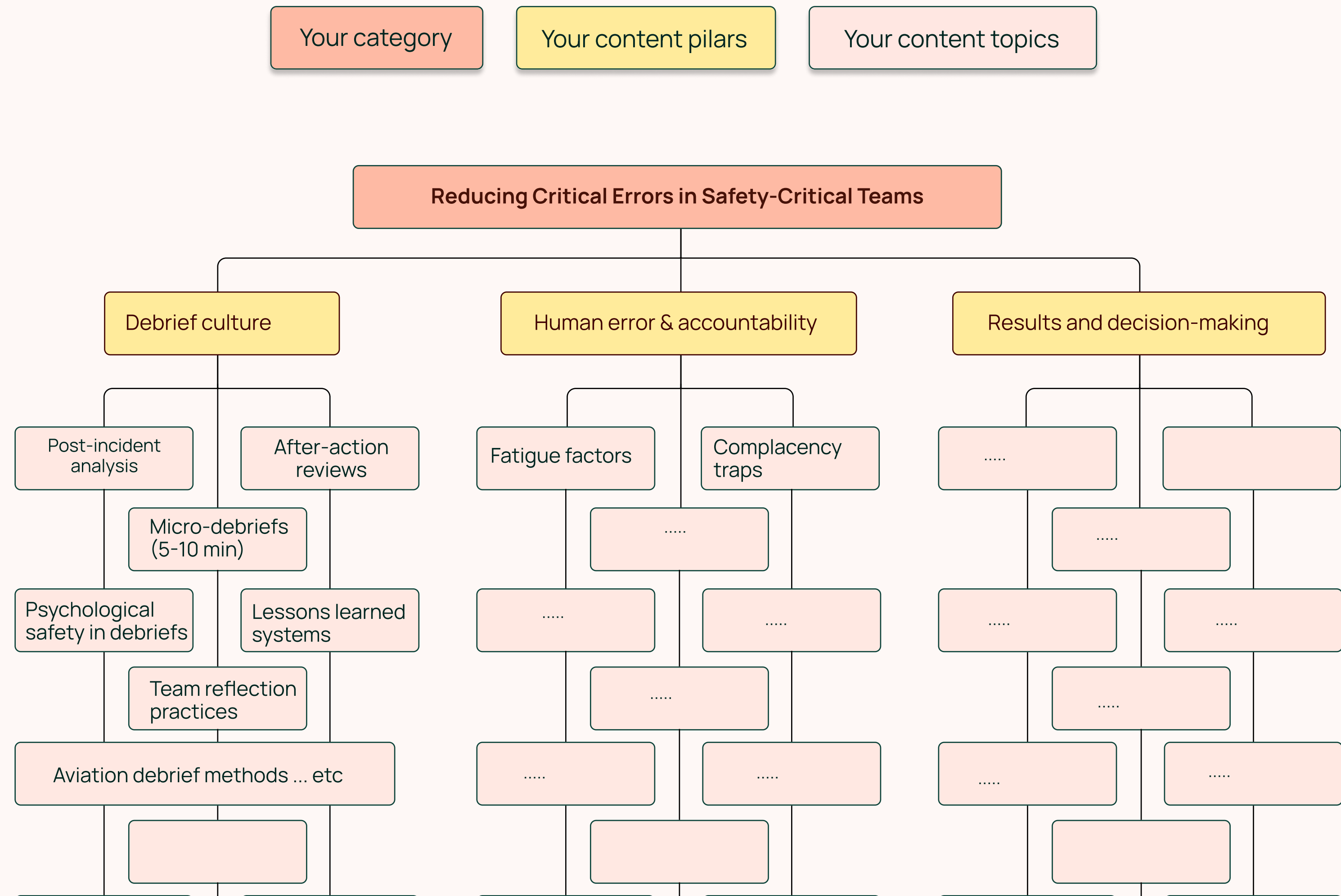
### What he's known for

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CONTENT AND OUTREACH STRATEGY

# What Brandon posts about

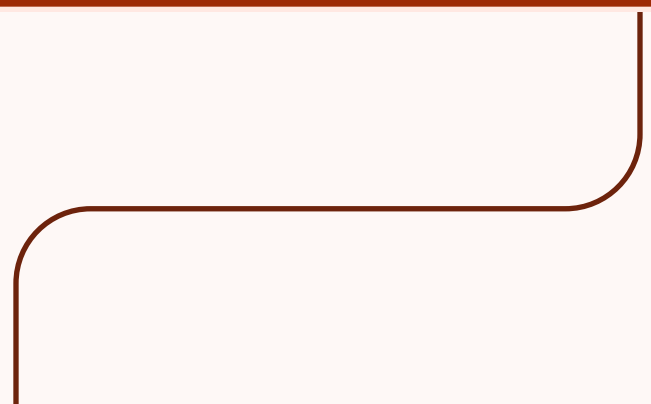
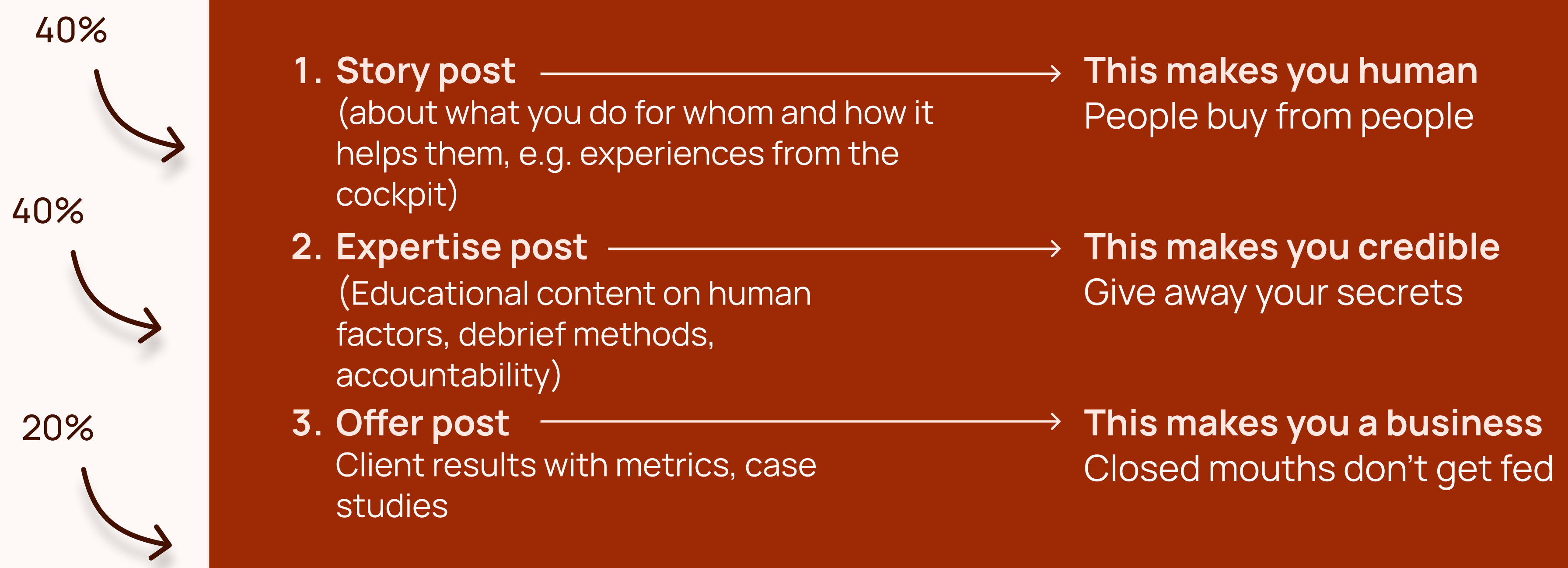
Brandon's LinkedIn content rotates through 3 core pillars that reinforce his positioning, educate his audience, and create demand for his services.



CONTENT AND OUTREACH STRATEGY

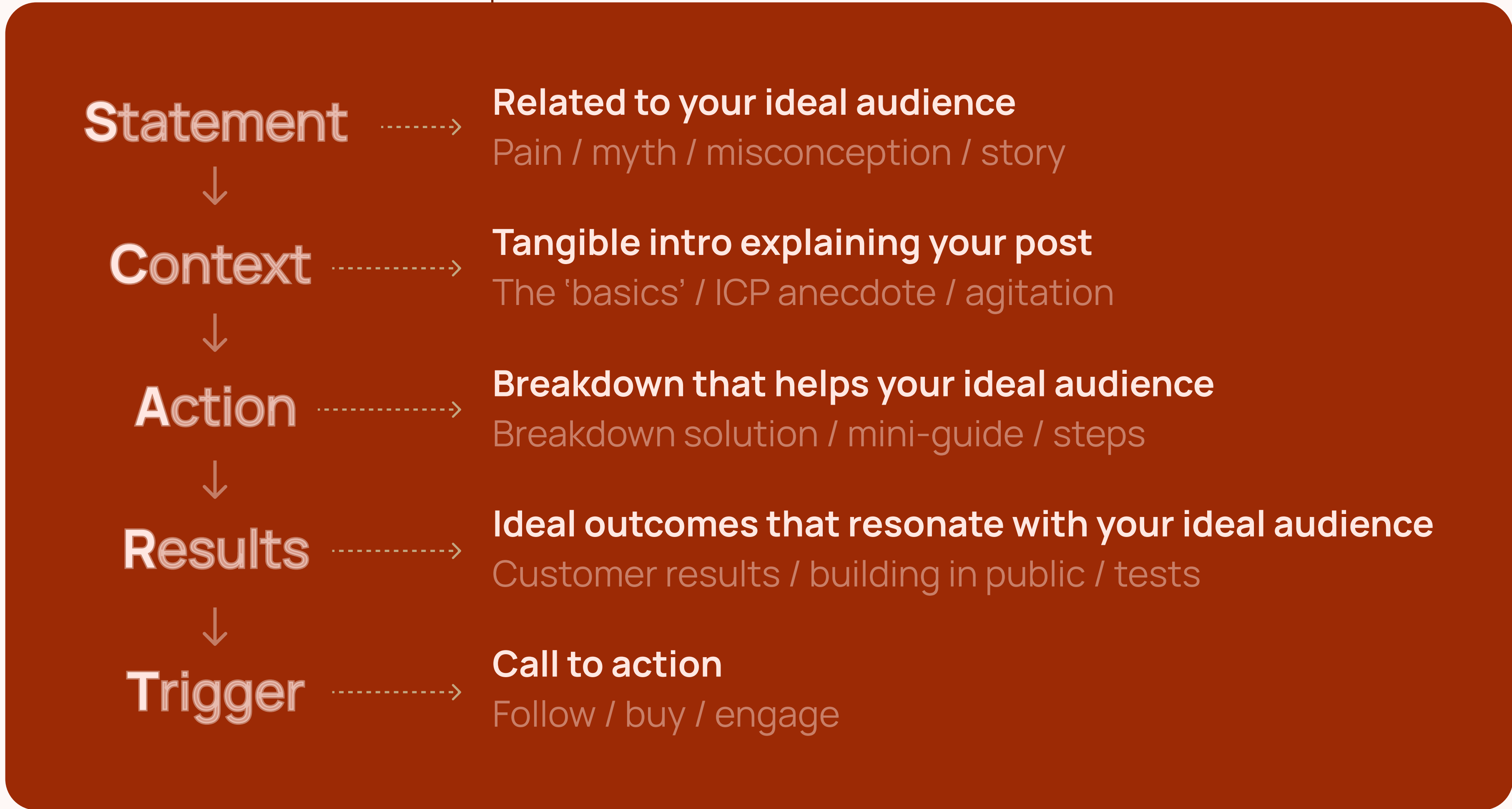
# Content formats I use

3-5x posts per week



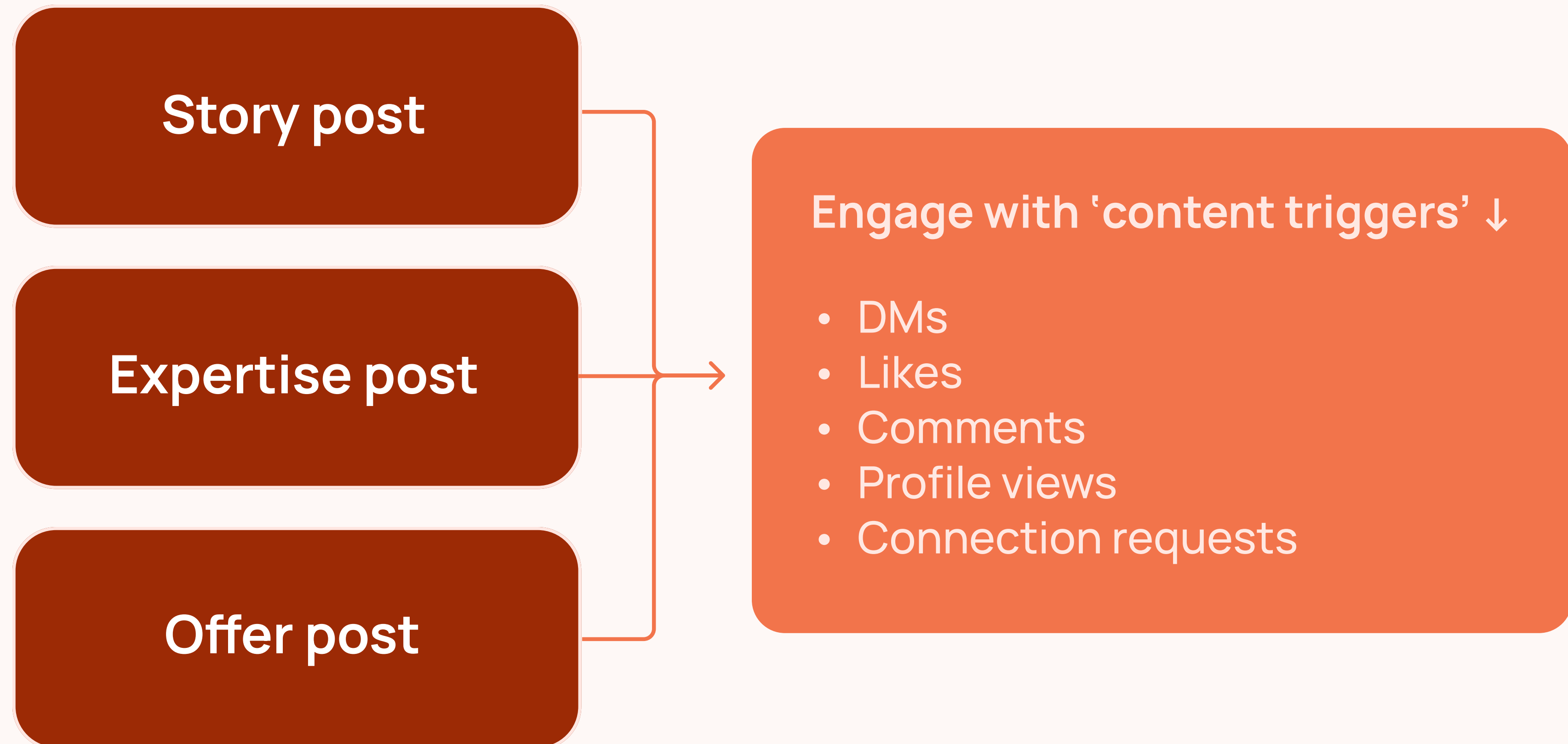
CONTENT AND OUTREACH STRATEGY

# I use the SCART Framework



CONTENT AND OUTREACH STRATEGY

# How Brandon will get inbound leads



## CONTENT AND OUTREACH STRATEGY

# You'll get access to my outreach playbook and scripts



### Script: engaging after post likes and comments

When someone from your ICP engages with your post, don't treat it as a sales trigger. Treat it as a chance to start a human conversation.

Check:

- Do they fit your role/industry/company criteria?
- Are they active enough on LinkedIn to make a real connection?
- Do they look like someone you'd genuinely want to talk with?

Then send a connection request:

**YOU V1**

Hey [name],



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**VISUAL BRAND**

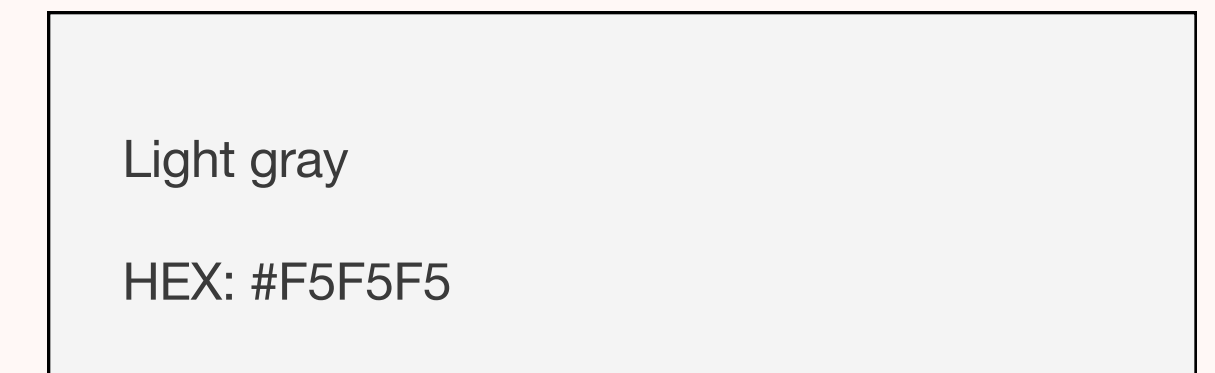
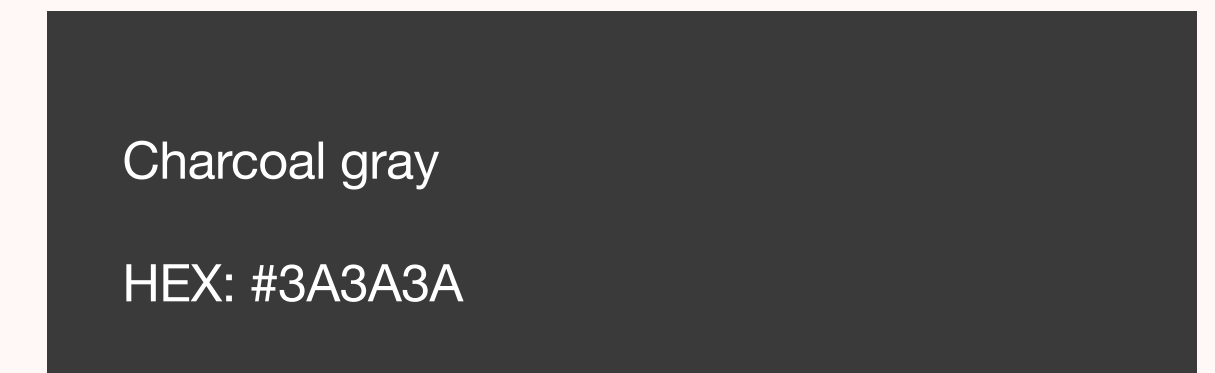
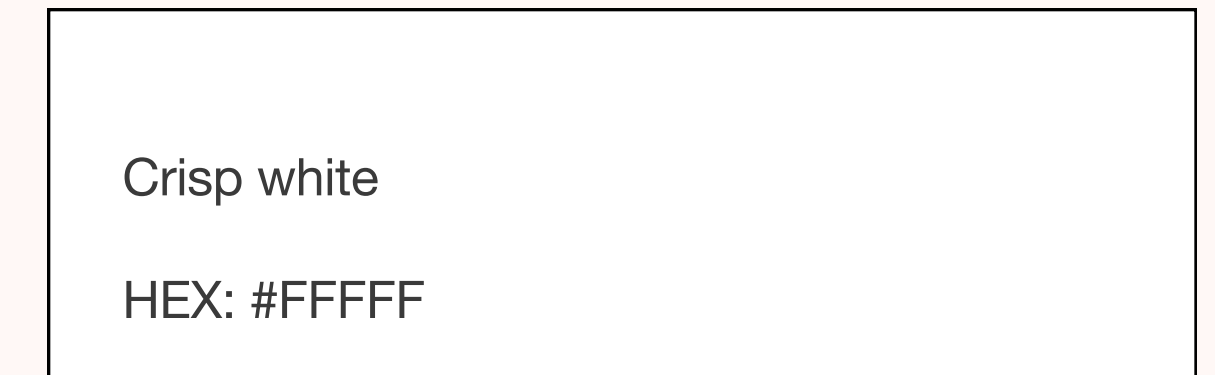
# Color palette

Brandon's current website uses light blue and generic grays, colors that feel safe but lack the authority and urgency his positioning demands. For a former fighter pilot helping safety-critical teams prevent disasters, the visual identity should command attention and convey both expertise and action.

## Primary colours



## Secondary colours



## Accent colour

