

ONE-VOICE BRANDING & LINKEDIN ACTIVATION SPRINT

Executive Positioning & LinkedIn Activation for CEOs and GTM Leaders Driving Channel Growth across EMEA and the US.

PROBLEM

You've built strong partners, a solid offer, and a clear go-to-market plan but your message is fragmented. Marketing says one thing, pre-sales says another, and partners hesitate. Buyers delay, trust erodes, and sales cycles stretch. This isn't a product problem. It's a go-to-market voice problem, and it's slowing everything down. Meanwhile, your leadership team remains invisible on LinkedIn and across partner channels, where credibility is built and deals begin.

SOLUTION

Build a trusted leadership presence that accelerates visibility and co-sell momentum across your ecosystem. With our structured 6-month LinkedIn Activation Sprint, we align your leadership voice, sales messaging, and partner narrative so your team drives influence, not noise. You'll get a tailored visibility playbook that amplifies your credibility while requiring less than one hour per week of your time. You can expect:

- Kick-off workshop
- Bi-weekly mentoring
- Visibility Roadmap
- Strategic support for events and co-marketing
- 80% Done-for-You content

WHY THIS WORKS

People follow people, not brands. When leadership voices are unclear or inconsistent, trust breaks down. We start by auditing your LinkedIn presence, messaging, and partner enablement content to identify where message dilution is slowing deals, what's missing for partners to confidently amplify your story, and how to activate executive voices that actually move revenue. From there, we synchronize your leadership message and workflow to build lasting confidence and visibility without adding team overload.

OUTCOMES

- ✓ A leadership presence that builds trust, not noise.
- ✓ Clear, unified messaging your sales, pre-sales, and partners can align around.
- ✓ Shorter sales cycles through stronger credibility.
- ✓ Strategic visibility across EMEA and the US
- ✓ A repeatable system partners can echo to amplify reach and influence.

LET'S CONNECT

- ✉ Laura.Schulte@Project-Renaissance.com
- 🌐 www.connection2channel.com
- in linkedin.com/in/laura-fleming-schulte



LAURA FLEMING SCHULTE

"I help channel-focused teams synchronize their voices on LinkedIn and beyond for a unified, credible presence that resonates. We turn internal expertise into trust, visibility, and co-sell momentum."

**BOOK YOUR ONE VOICE SPRINT
DISCOVERY CALL**

No obligation. No pressure.
Just strategic insight.