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Build Your Influence and Impact

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About The Author

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Influence that endures is built from resilience, intention, and owning your story—setbacks, pivots, and all.

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Bianca Prade is a strategic communications executive, author, and thought leader with over two decades of experience guiding individuals and brands through moments of transformation. As the driving force behind the **Behind the Brand newsletter**, Bianca is known for her honest, no-fluff approach to **building influence** and **resilience**. Her work goes beyond conventional advice, offering bold insights that empower her audience to take control of their paths and make an impact in ways that feel real and attainable.

Having worked with top brands on high-stakes projects and navigating her own career pivots, Bianca brings a rare blend of expertise and empathy to every piece she writes. Her weekly newsletter, Behind the Brand, is a **candid playbook** for anyone seeking **growth that sticks**—an invaluable resource for those ready to lead with purpose, embrace resilience, and forge a legacy they're proud of.

Welcome to the *Unfiltered Playbook*

If you're here, you're probably tired of the same old advice, the polished success stories, and the quick-fix strategies that never seem to last. This playbook is different. It's about creating an influence that's built on resilience and intention—an influence that feels real to you and sticks.

Behind the Brand was born out of my own career journey, where I learned that true growth comes from the moments that test us, the pivots we choose to make, and the courage it takes to stay true to who we are. With this playbook, I want to share three core moves that have helped me, and many others, navigate challenges, stay grounded, and build a legacy that matters.

Here's What to Expect

- **Powerful Moves:** Each move is crafted to help you find clarity, take bold steps, and build resilience. This isn't about perfecting your image; it's about creating a path that's authentically yours.
- **Practical Tools:** These aren't just ideas. You'll find actionable steps and reflective prompts designed to help you put each move into practice and see real progress.
- **Real Talk:** We're not aiming for perfect. Each move is a reminder that influence and resilience are built from both wins and setbacks. This playbook embraces the reality that growth is messy, progress isn't linear, and the journey is what matters.
- If you're ready to cut through the noise and start shaping a story you're proud of, then let's dive in. This playbook isn't about giving you answers—it's about empowering you to ask the right questions, take action, and build a foundation of influence that feels genuine and true.

Are you ready to begin? Let's go.



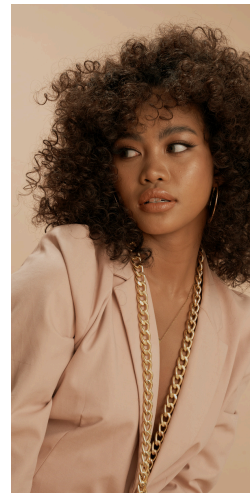
Move #1: Find *Your Why* and Use it as Your Compass

03

Influence isn't just about what you do; it's about why you're doing it. Your "why" is what keeps you grounded, especially when things get tough. Think of it as your inner compass, helping you steer through the ups and downs with confidence. This is the heartbeat of how you show up and lead.

Pro Tip:

Your "why" can change as you grow. Embrace that—it means you're evolving.



How to Do It

01

Track Your Wins

Keep a journal or digital record of your achievements, no matter how small. This will serve as a reminder of your progress and give you confidence when facing challenges.

02

Celebrate Small Victories

Don't wait for major milestones. Recognize the small steps you take every day that contribute to your larger goals.

03

Practice Self Advocacy

Whether in meetings, performance reviews, or networking situations, speak openly about your contributions and strengths. Be factual and authentic—frame your accomplishments in terms of the impact they've had.

04

Seek Constructive Feedback

Reach out to trusted colleagues, mentors, or friends to gain insight into your strengths and areas of growth. This feedback can help you understand how others perceive your contributions, giving you clarity on what to emphasize in self-advocacy. Use their input as a way to refine your narrative and highlight the aspects of your work that resonate most.

Move #2 – Build Influence by Setting Boundaries That Protect Your Energy

01 Decide What's Non-Negotiable

Think about the top two or three priorities in your life that are vital to your well-being and success—these could include family time, professional development, or maintaining your health. Knowing your non-negotiables is like creating a personal roadmap. When you're clear about what matters, it's easier to set boundaries around them, and others will see the consistency in how you protect these priorities. For example, if family time is crucial, decide that evenings are dedicated solely to them, allowing you to be fully present without interruptions. Setting boundaries is a powerful way to communicate your priorities, even without saying a word.

02 Set Small Boundaries Around Them

Once you've identified your priorities, begin with small boundaries that can be applied consistently. Boundaries don't have to be extreme to be effective; even a simple, consistent rule—such as no emails before 9 AM or reserving an hour each day for focused work—can reinforce what's important to you. For instance, if uninterrupted focus time is essential for your best work, you might choose to block off your calendar every morning for project work, making sure colleagues are aware. As you practice setting these boundaries, remember they're not meant to exclude others—they're designed to help you contribute more effectively and protect the energy you bring to your commitments.

03 Practice Saying No

A critical part of boundary-setting is learning to say “no” with confidence. It doesn't have to be a hard, unkind “no.” Instead, see it as a way to honor your commitments. When requests come in that don't align with your priorities, politely decline with clarity. For instance, if a colleague wants to schedule a meeting during your set focus hours, try saying, “I'm unavailable at that time, but I'd be happy to meet later in the afternoon.” This response is assertive but respectful, allowing you to protect your time while maintaining professional relationships. Each time you uphold a boundary, you're reinforcing the importance of your priorities, and people begin to understand and respect them.



Move #3 – Turn Failures into *Building Blocks*

05



01

Face the Setback with Clarity

- **Pause to Reflect:** Take a moment to truly assess what went wrong. Honest reflection brings clarity, helping you see the setback for what it is—a learning opportunity.
- **Be Courageous, Not Critical:** Acknowledging mistakes isn't about self-blame; it's about understanding. Look at the situation objectively to identify specific areas for growth without dwelling on "what could have been."

02

Extract One Key Lesson

- **Focus on Small, Actionable Insights:** From every setback, identify one specific takeaway you can apply in the future, like recognizing when to seek support or adjusting your time management.
- **Turn Learning into Building:** Remember, it's about progress, not perfection. Even a minor lesson can become a strong foundation for future success.

03

Share Your Growth Story

- **Reframe for Growth:** When discussing the setback, emphasize the lesson learned rather than the mistake itself. This shift in focus shows resilience and adaptability.
- **Authenticity Builds Influence:** Sharing your experiences—especially the difficult ones—shows others your commitment to growth. Let your story inspire trust and reinforce your influence.

04

Apply and Evolve

- **Put the Lesson into Practice:** Take your key takeaway and actively incorporate it into your work or life. This could mean implementing a new workflow, setting clearer expectations, or prioritizing communication in similar projects.
- **Review and Adjust:** Periodically reflect on how the lesson has influenced your approach. Adjust as needed to ensure it continues to support your growth and align with your goals, making each setback a foundation for ongoing resilience.

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Part II: On Branding

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“True influence begins within, but it reaches its full power when shared. Now, as you extend your personal clarity and resilience outward, let your brand become a beacon of your story, purpose, and values. This is where authenticity meets impact, creating connections that last.

Bianca Prade

How To *Communicate Your Brand*



Effectively communicating your brand is key to making a lasting impression and building trust with your audience. To resonate authentically, your brand's voice, visuals, and values should align consistently across all touchpoints, reflecting the clarity and purpose you bring to your work. Here are five steps to ensure your brand speaks with impact and authenticity:

01

Define Your Brand Voice

Your brand voice is an extension of your personal values and purpose. By articulating a voice that resonates with authenticity, you ensure each interaction reflects the influence and intention you've worked to build. Establishing a clear brand voice ensures that all communication, whether it's a marketing campaign or customer support, resonates with the same core identity.

03

Share Your Brand Story:

Every brand has a story — the why behind its inception, its milestones, challenges, and visions. Sharing this narrative not only humanizes your brand but also allows audiences to connect on a deeper level, building loyalty and fostering trust.

02

Use Consistent Visuals

Just as consistency in action builds trust, maintaining consistent visuals across your brand reinforces reliability and identity. Your visuals become a silent ambassador, communicating your influence and presence at a glance. By maintaining consistent visuals across all platforms, from websites to social media, you not only boost brand recognition but also cultivate a sense of reliability and professionalism in the eyes of your audience.

04

Engage Your Audience

True brand engagement goes beyond mere broadcasts. By initiating genuine conversations, acknowledging feedback, and being present in discussions, brands can show they value their audience, leading to stronger community ties and increased brand advocacy.

Identifying Your *Target Audience*



“A brand’s true strength lies in knowing its audience—not just who they are, but what they value. When you connect with those who resonate with your purpose, influence becomes impact, and your message finds its way to those who need it most.”



Guide to Identifying Your Target Audience



01. Evaluate Your Offer

Evaluate what you offer: What problem does it solve? Who benefits most from it?
Analyze your current customers: Who are they?
What common traits do they share?

02. Demographic Analysis

Age, gender, location, income level, education, occupation, and more. These factors provide a broad understanding of who might be interested in what you offer.

03. Psychographic Profiling

Dive deeper into lifestyle, hobbies, interests, values, and behavioral patterns. This paints a more nuanced picture, allowing for highly targeted messaging.

04. Competitive Analysis

Examine your competitors: Who are they targeting? Is there an underserved market segment you can focus on

05. Feedback and Surveys

Engage your existing customer base. Gather feedback, conduct surveys, or hold focus groups to extract valuable insights.

06. Utilize Analytics Tools

Platforms like GA or social media insights provide data on who interacts with your online content. This can guide refinements in your audience definition.

Key Steps to *Differentiate from Competitors*



01. Deep Dive into Brand Identity

Reflect on your brand's core values, mission, and vision. Identify what genuinely sets you apart—whether it's your story, values, or a unique product feature.

02. Understand Your Audience

By identifying your target audience's pain points, preferences, and needs, you can tailor your offerings and communication more effectively. This ensures that your differentiation points are not just unique, but also valuable to your audience.



03. Analyze Competitor Landscape

Study competitors, not to replicate, but to understand market gaps. Identify areas where competitors may be underperforming or overlooking entirely.

04. Innovate in Product/Service Offering

Offer something new or improved, whether in terms of features, user experience, or after-sales support. Consider pioneering a solution or introducing a unique model or method.

05. Deliver Exceptional Customer Experience

A standout customer experience can distinguish a brand even when products are similar. Think of post-purchase support, seamless returns, or personalized experiences.

The Visual Elements Of a *Personal Brand*

The visual components of a personal brand play a pivotal role in shaping perceptions, establishing recognition, and evoking emotional responses. They act as the 'face' of your brand, providing a snapshot of your identity, values, and narrative. This section delves into the fundamental visual elements integral to a compelling personal brand.



01. Logo and Monogram

A personal logo or monogram offers instant recognition, encapsulating your unique identity. It should be simple, versatile, and consistent across various platforms.

02. Color Palette

Colors act as emotional signifiers for your brand, making it crucial to maintain consistency and understand the psychology behind each hue's impact.

03. Typography

The chosen fonts for your brand communicate personality nuances, and they should prioritize legibility while reflecting your brand's character.

04. Imagery and Photography

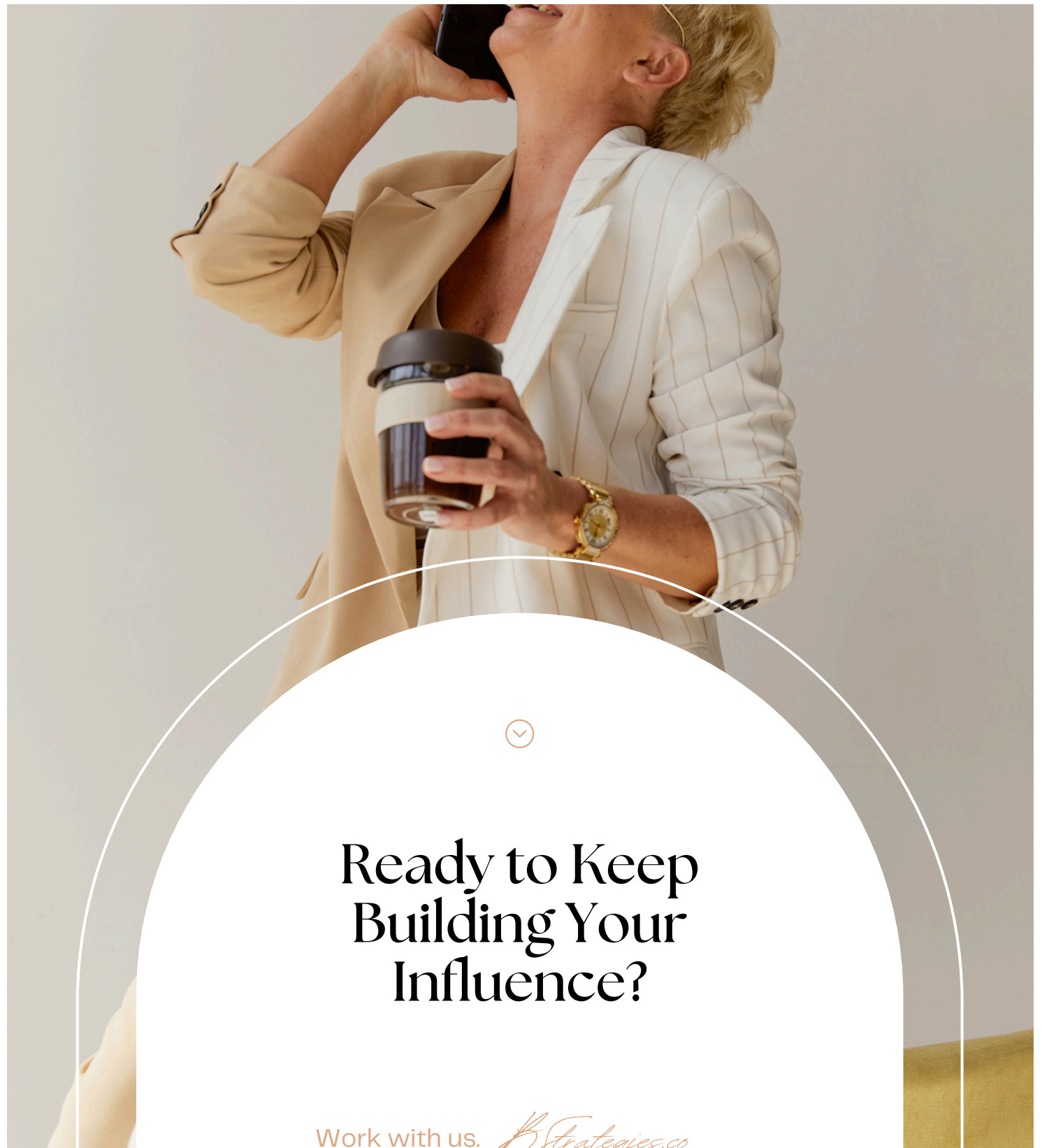
High-quality images convey your personal brand narrative; maintaining visual consistency in composition and style enhances brand resonance.

05. Personal Website

Your website serves as your brand's digital hub, requiring a focus on user-friendly design that mirrors your brand's aesthetic values.

06. Social Media

Social media platforms are digital extensions of your brand, with profile visuals and post designs needing to align cohesively with your established aesthetic.



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