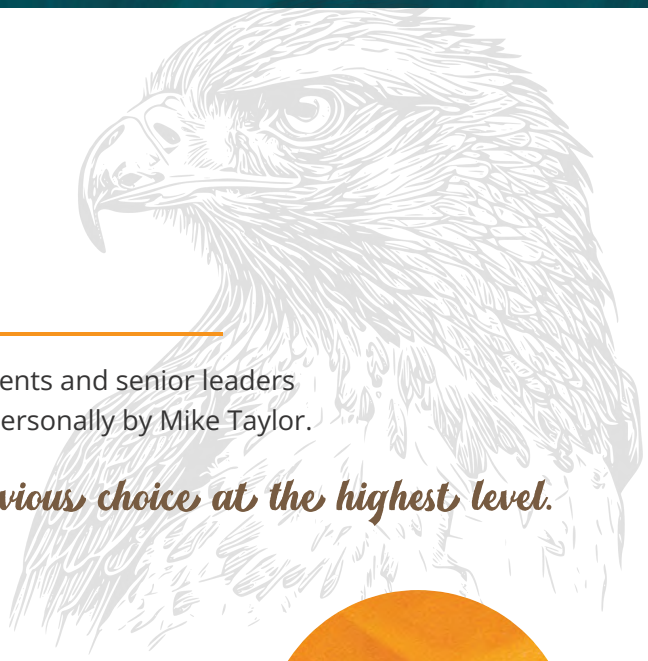
EXECUTIVE POSITIONING INTENSIVE



A two-week, one-on-one engagement for accomplished Vice Presidents and senior leaders pursuing SVP, EVP, C-suite, partnership, and board positions. Led personally by Mike Taylor.

Two weeks to your competitive edge and the obvious choice at the highest level.

THE SHIFT

AT THIS LEVEL, THE GAME HAS CHANGED.

You've earned your seat in the consideration set.

Every finalist is excellent and qualified — the decision is about which of the excellent ones is the obvious choice. And that decision gets made in rooms you're not in; what travels when you're not there separates the accomplished from the chosen.

SO HAS EVERYONE ELSE.

THE STAKES

THE COST OF WAITING.

The window you're in will close, and the next one is rarer. When it closes, the role goes to someone equally capable who was more clearly positioned — and you stay respected, considered, and passed over.

Modesty has a price; staying quiet about your value is how excellent leaders lose roles to lesser ones.

THE METHOD

WHAT THIS IS. AND WHAT IT ISN'T.

This work is **extraction, not invention.** Nothing gets performed — we uncover value that's already real and put it into clear language that travels into a recruiter screen, a board introduction, a room you'll never enter.

The epitome of yourself.

You can't see your own edge from the inside; to you it's just how you work, but to the rooms deciding your future it's the whole story. This is executive branding, built on the patent-pending **Epitome Branding®** system: a structured discovery that uncovers what genuinely makes you different and turns it into language you can carry into any room.

THE OFFER

TWO WEEKS. THREE PHASES.

A FEW HOURS OF YOUR TIME. WE DO THE HEAVY LIFTING.

Mike leads every hour personally. You bring your story.

1 DEFINE

Structured discovery that surfaces your true executive value and what sets you apart from equally qualified finalists.

2 ARTICULATE

Your edge in plain, repeatable language that lands in thirty seconds and holds up in any room.

3 DEPLOY

Your edge locked into the assets that carry it: your story, your materials, your visible presence.

WHAT YOU RECEIVE

- Your complete executive brand — strategy, story, positioning
- Executive bios, long and short form
- Full LinkedIn profile build
- Follow-up coaching, so it lands and sticks
- Archetype Assessment — the character behind the brand
- One-page executive profile for high-stakes moments
- Executive roadmap and personalized guidebook

80%+
promoted or formally recognized within 12–18 months

95%
leave able to say what makes them different, in their own words, without flinching

70%+
see their internal reputation elevated among peers and senior leaders

DECADE+
clients still using the brand they built with Mike ten years later

Drawn from more than a thousand executives.

WHO THIS IS FOR

Leaders in a make-or-break moment — the promotion window open now, the move to the open market, the board pursuit — who want real strategic work done fast, in a process that respects their time.

Earlier-career leaders start with the Rising Leader Masterclass.

ABOUT MIKE TAYLOR

A business strategist who uses branding as the most powerful tool in the kit, sharpened at Fortune 50 companies and leading branding agencies. His patent-pending approach has guided over a thousand executives. He leads every engagement personally and works selectively.

"...helped me both target key businesses that would benefit from my experience and strengths and then present my profile in a unique and disruptive way."

JULIE MARCHANT HOULE
CEO & Board Member, Estyle Corporation

"I can now confidently express the ways my personality, professional history, and individual strengths create the differentiated client experience I deliver."

ANA PFAELER
Partner & Wealth Advisor, Constellation Wealth Advisors

"I thought creating my brand would be overwhelming, but it was actually liberating. This is a powerful tool."

REUBEN CARRANZA
CEO & Executive Chairman, Amika / EvaNYC / Byoma / Ethique Beauty

YOUR INVESTMENT: $10,000

The roles you're pursuing carry transformational compensation — a single selection returns this many times over in the first year. The Intensive is one-on-one and Mike takes a limited number of leaders, so fit matters most.

Now, it's your turn.

APPLY NOW

A short application — a few questions.