

PERSONAL BRAND



Glenn Llopis

ˈyo-peēs

Identity Catalyst

Reclaim Who You Already Are

SOLVING THE CONVICTION CRISIS

i.

The Brand at a Glance

BRAND

Identity Catalyst

TAGLINE

Reclaim Who You Already Are

THE PROBLEM I OWN

The Conviction Crisis

THE THROUGHLINE

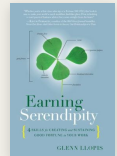
Glenn sees that opportunities are everywhere, reads them through leadership in the age of personalization, creates the experience of unleashing individuality, and solves the Conviction Crisis, turning who a leader already is into the conviction to lead from it.

ii.

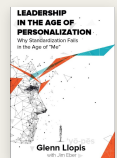
The Four Questions

Each answer is backed by a published body of work. The brand is claimed, not invented.

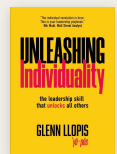
1 ENDURING IDEA Opportunities Are Everywhere



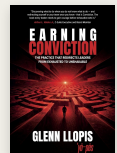
2 PRIMARY DIFFERENTIATOR Leadership in the Age of Personalization



3 PRIMARY EXPERIENCE Unleashing Individuality



4 WHAT I SOLVE FOR The Conviction Crisis



HOW IT LADDERS

The worldview (opportunities everywhere) sets up the lens (personalization), which sets up the experience (unleashing individuality), which resolves the problem (the Conviction Crisis). Each rung earns the next, and the problem Glenn owns is the same currency the work promises to deliver.

iii.

The Brand Story

I grew up around reinvention. My parents who raised me, Frank and Jenny Llopis, had started over after having lost their country to Castro's revolution. A new country, a new language, everything they'd built left behind. They refused to treat it as loss. They treated it as an opening. The same circumstance that looked like ruin to one person looked like a beginning to them. That was my first lesson, and it never left me. Opportunities are everywhere, but only for the people willing to see them.

I carried that into rooms full of leaders, and I kept noticing something that didn't fit. The most capable people I met were also the most hidden. They performed competence instead of leading from who they were. They could recite their title, their targets, their track record, but not the one thing they were built to do better than anyone. There was a gap between who they were and who they showed up as, and it was costing them more than they realized.

I started calling it what it is. The Conviction Crisis. It isn't a confidence problem. Confidence is performance. Conviction is knowing. It's an earned capacity to act on what you believe, before the outcome is certain. This requires a certain level of grounding: knowing what you know, knowing what you don't know, and trusting yourself enough to experiment, figure things out, develop your own perspective and make your own decisions. You can't borrow it or fake it. It comes from one place. A leader who knows exactly who they are and leads from there without apology.

Most people get the fix wrong. They think the answer is to become someone new, a more polished, better-branded version of themselves. It isn't. The work isn't invention. It's reclamation. It's not the reputation you're chasing. It's the one you already have, waiting for you to claim it. We live in the age of personalization, where the thing that makes you different is no longer a liability to hide. It's the entire point. Your individuality is the asset. Most leaders were simply taught to bury it.

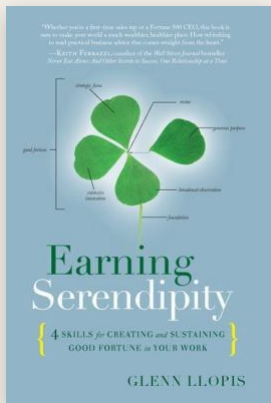
That's the work I do. I'm an Identity Catalyst. A catalyst doesn't add anything foreign. It accelerates a change the material was always capable of. I don't hand leaders a new self. I create the conditions for the real one to surface, and I help them turn it into conviction they can lead from. Once they see themselves clearly and lead from it on purpose, reinvention stops being something that happens to them in a crisis. It stops being about becoming someone new. It becomes what it always was. Reclaiming who they already are. Something they own, and can come back to for the rest of their lives.

Because opportunities really are everywhere. They always were. The only thing standing between most leaders and the ones meant for them is the courage to stop pretending and claim who they already are. That's what I'm here to catalyze.

iv.

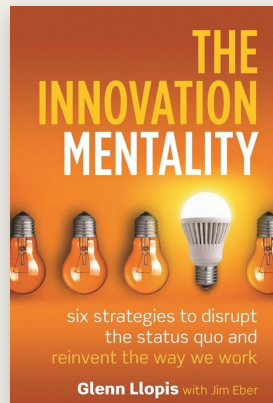
A Body of Work, Pointed at One Idea

Six books across fifteen years: not a pivot, a progression. Each one is a rung in the same ladder, and together they make “Identity Catalyst” the inevitable name for the work.



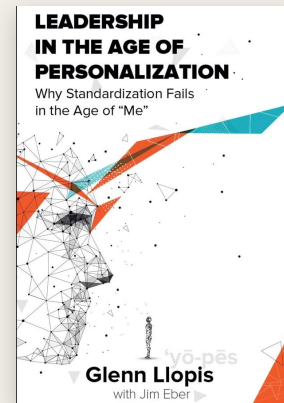
THE WORLDVIEW

Opportunities are everywhere, for those who learn to see them.



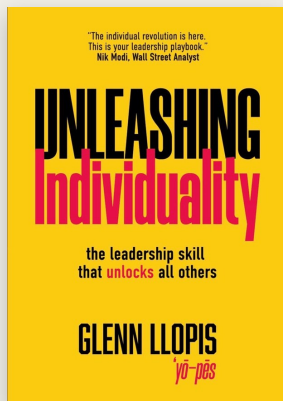
THE MINDSET

Disrupt the status quo; reinvent the way we work.



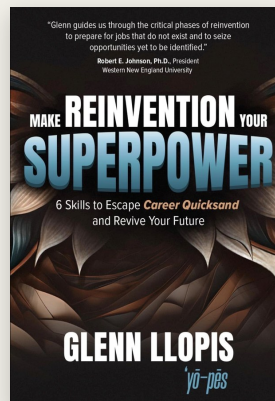
THE LENS

Why standardization fails in the age of “me.”



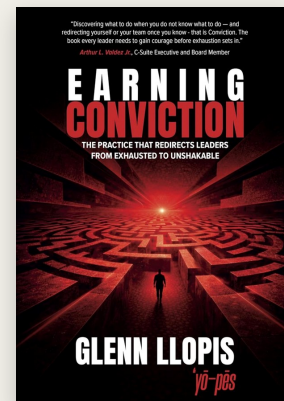
THE EXPERIENCE

The leadership skill that unlocks all the others.



THE PROMISE

Escape career quicksand; revive your future.



THE PROBLEM SOLVED

The practice that redirects leaders from exhausted to unshakable.

From seeing opportunity to earning conviction, one continuous argument, now lived as a brand.

v.

The Personalization Outbreak Podcast



The podcast where Glenn interviews executives across sectors on the collapse of one-size-fits-all corporate standards, and how the balance between standardization and personalization can actually work. Since 2020 it has grown into an ongoing conversation with the executives putting the Age of Personalization into practice, across corporate, healthcare, and higher education.

147 EPISODES • 100+ EXECUTIVE GUESTS • ON AIR SINCE 2020

FEATURED GUESTS

Andrea Ferrara

Chief Human Resources Officer, **PepsiCo Beverages N.A.**

Cathy Bessant

Chief Operations & Technology Officer, **Bank of America**

Bill George

Former Chairman & CEO, **Medtronic**

Jesus Mantas

Global Managing Partner, **IBM**

Arthur Valdez

Global Operations Leader, **Starbucks**

Sam Hammock

EVP & Chief Human Resources Officer, **Verizon**

Kelly McCulloch

Global Chief People Officer, **Taco Bell**

Jim VandeHei

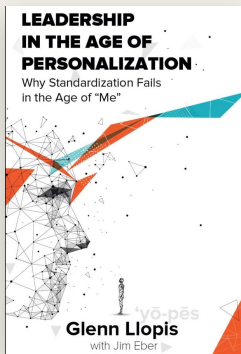
Co-founder & CEO, **Axios**

ORGANIZATIONS REPRESENTED

PepsiCo • Bank of America • IBM • Starbucks • Verizon • Medtronic • Google Cloud • Boston Consulting Group • Taco Bell • Hyatt • Best Buy • CVS Health • Axios • RBC Capital Markets • ViacomCBS • Zurich • Anthem • Reebok

vi.

How the Identity Catalyst Lives Leadership in the Age of Personalization



THE METHODOLOGY

The methodology rests on one shift: the world has moved from the Age of Standardization, where individuality was something to assimilate away, to the Age of Personalization, where individuality is the asset and the source of growth. The work of leadership is no longer to standardize people into sameness; it is to see, value, and unleash what makes each person distinct.

The Identity Catalyst is that methodology made personal. It isn't adjacent to the framework, it is the framework operating at the scale of a single leader.

i. The Conviction Crisis is what standardization does to a person.

The methodology diagnoses standardization at the level of organizations. The Conviction Crisis is the same condition at the level of the individual: leaders learned to perform, assimilate, and fit in. They standardized themselves, and the armor that produced is precisely the gap between who they are and who they show up as. Resolving it is personalization, one leader at a time.

ii. Unleashing individuality is the methodology's central act.

The whole argument is that individuality, not sameness, is where opportunity lives. The Identity Catalyst has a single function: surfacing the individuality a leader was trained to suppress, then converting it to conviction. That is the argument performed, not described. Most thought leaders teach their methodology. The Identity Catalyst enacts it on the person in front of him.

iii. The catalyst metaphor is the chemistry of personalization.

Standardization homogenizes, making things uniform and interchangeable. A catalyst does the opposite: it activates what is uniquely present in the material, accelerating a reaction only that material could produce. Catalysis is, by nature, anti-standardization. The name isn't borrowed cleverness; the mechanism it describes *is* the mechanism the methodology calls for. To catalyze is to personalize.

*Glenn doesn't stand beside Leadership in the Age of Personalization and point to it. He is what it looks like when one person makes it their life's work, **proof that personalization isn't a management theory but a way of seeing and unleashing the individual in front of you.***

vii.

The Brand in Use

SPOKEN INTRO, ONE BREATH

Glenn Llopis is an Identity Catalyst, he helps leaders reclaim who they already are. He solves the Conviction Crisis facing today's leaders by turning the individuality they already have into the conviction to lead from it.

LINKEDIN HEADLINE

Identity Catalyst | Reclaim Who You Already Are | Solving the Conviction Crisis

TITLE SLIDE / SITE HERO

Identity Catalyst

Reclaim Who You Already Are

Solving the Conviction Crisis, turning the individuality you already have into the conviction to lead from it.

SOLVE-LINE VARIANTS

- **Full:** Solving the Conviction Crisis, turning the individuality you already have into the conviction to lead from it.
- **Trimmed:** Solving the Conviction Crisis, the individuality you already have, catalyzed into conviction.

POSITIONING LINE

- **Option A:** Glenn helps leaders reclaim what they lost about themselves and focus on what really matters.
- **Option B:** Glenn teaches his proven method to end the edit, so you can spend the rest of your life leading and living from who you actually are and what really matters.

viii.

Positioning Notes

Three guardrails that keep the brand on the right side of the line it's built on.

1 Reinvention means reclamation, not becoming someone new.

A catalyst accelerates a change the material was always capable of, not one that makes it foreign. Keep surrounding copy on the side of "release the real self," or the word drifts toward the generic makeover category.

2 The worldview and the lens are body copy, not the hook.

"Opportunities are everywhere" and "leadership in the age of personalization" are the proof you unfold *after* the brand has landed. Keep the lockup lean and lead with Identity Catalyst.

3 Conviction must surface somewhere explicit.

Identity and reinvention do the emotional grabbing up top; make sure the Conviction Crisis still appears by name in the messaging, so the brand and the problem you own stay tethered.