

YOUR
Personal Branding
and Thought
Leadership Guide

FOR TREASURY & FINANCE LEADERS

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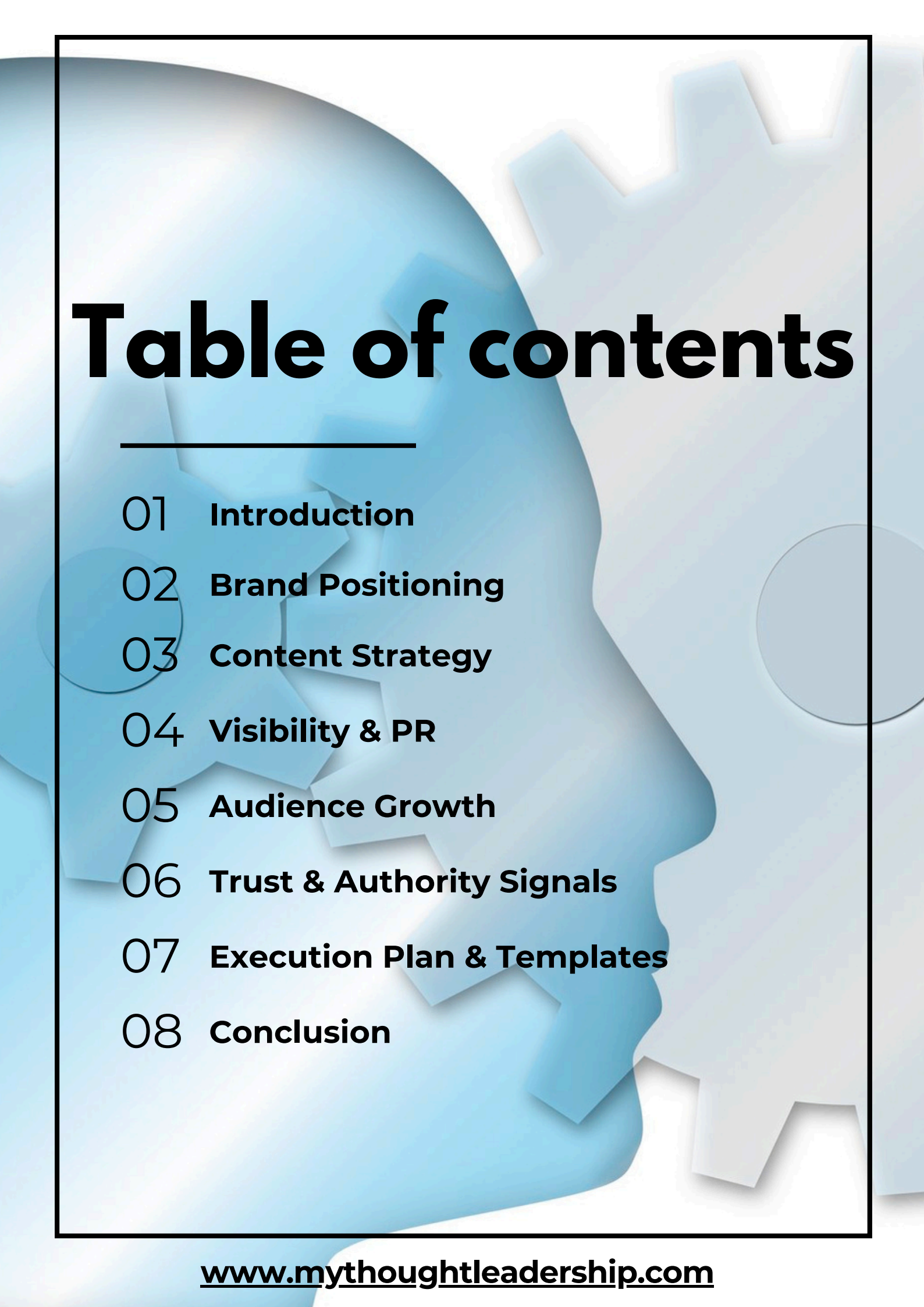
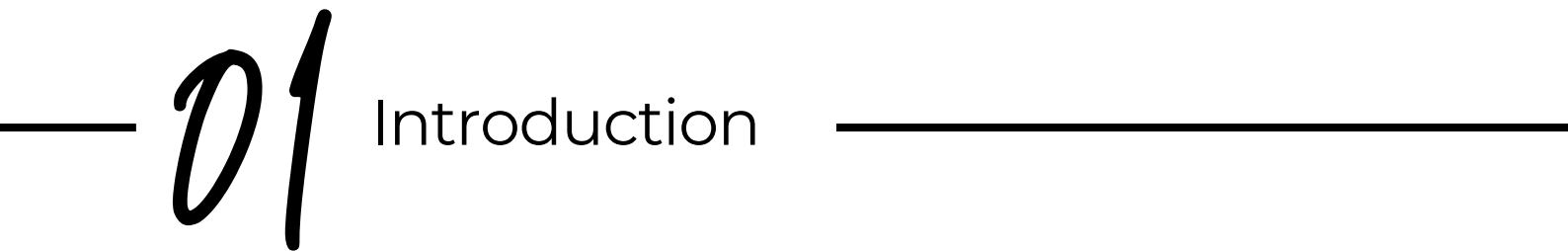


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Introduction

This guide is for mid-to-senior treasury and finance leaders ready to change that. It will help you position your expertise clearly, grow your influence intentionally, and build a personal brand that reflects the strategic value you deliver.

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02 Brand Positioning

Define Your Unique Personal Brand Statement

Create a unique statement that encapsulates your value, vision, and voice:

"I help companies transform treasury from a reactive function into a strategic growth enabler by optimizing liquidity, de-risking operations, and aligning cash with business strategy."

Clarify Your Core Audience

Identify your primary stakeholders:

- **CFOs:** Looking for strategic partners in financial decision-making.
- **Board Members:** Interested in risk management, cash preservation, and investment decisions.
- **Peers in Treasury & Finance:** For community-building and benchmarking.
- **Recruiters & Executive Search Firms:** Gatekeepers to senior roles.
- **Regulators/Policy Experts:** Key in compliance-heavy environments.



02

Brand Positioning

Identify Your Strategic Niche

Some examples:

- Treasury Transformation & Digitalization
- Strategic Liquidity Management
- FX Risk Mitigation & Volatility Management
- Emerging Market Treasury Strategy
- Tech Stack Selection & Treasury Automation



03 Content Strategy

Core Content Pillars

- Treasury Transformation (e.g., implementing TMS, digitization)
- Capital & Liquidity Strategy (e.g., buffer strategy, rolling forecasts)
- Risk Management & Governance (FX, IR, cyber, compliance)
- Finance Leadership & Soft Skills
- Innovation in Treasury (AI, automation, real-time data)

Platform-Specific Strategies

- **LinkedIn:** Flagship platform. Use thought pieces, carousels, polls, and case stories.
- **Podcasts & Panels:** Guest on treasury shows or start your own mini series.
- **Speaking Engagements:** AFP, ACT, EuroFinance, etc.



03 Content Strategy

Content Formats

- Case studies from past transformations
- Thought-provoking LinkedIn posts (e.g., "Why Treasury must sit at the strategy table" or "Will AI replace Treasury Analysts?")
- Carousels (e.g., "5 ways to reduce DSO in volatile markets")
- Video explainers or whiteboard sessions
- Commentary on macro events (e.g., FX impact of elections)

EXCLUSIVE



LINKEDIN
THOUGHT
LEADERSHIP



TREASURY
LEADERS

*Beta
Launch*

JESSICA OKU
CTP, CBAP

Send a message



**ONLY
5 SPOT
AVAILABLE**

linkedin.com/in/jessica-oku-thought-leader/



LINKEDIN THOUGHT LEADERSHIP



TREASURY LEADERS

This is for you if you're:

- A Director, VP, CFO, or Senior Treasury/Finance Leader
- Sitting on deep industry insights but unsure how to share them
- Too busy to write but want to build visibility and credibility
- Interested in speaking, advisory roles, media features, or board opportunities

Send a message

[linkedin.com/in/jessica-oku-thought-leader/](https://www.linkedin.com/in/jessica-oku-thought-leader/)



04

Visibility & PR

Get Featured

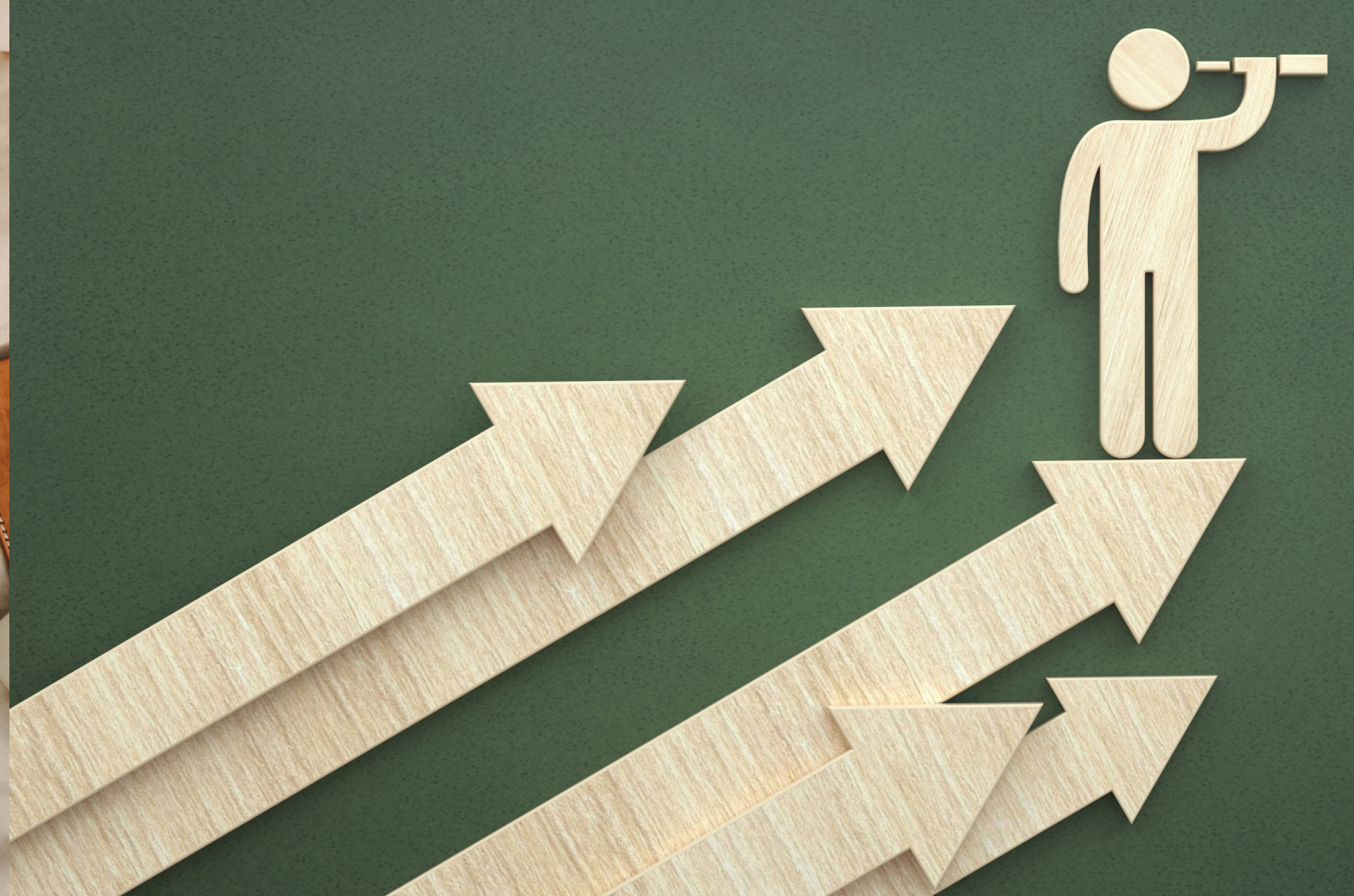
- Write op-eds for Treasury Today, AFP Exchange, etc
- Be a guest on recognized Treasury podcasts
- Collaborate with tech vendors for case studies or whitepapers

Speak on Stages

- Submit session ideas to EuroFinance, AFP Annual Conference, CFO Leadership Council
- Co-present with tech vendors or clients for credibility

Pursue Recognition

- ACT Treasury Awards
- AFP Pinnacle Awards
- LinkedIn Top Voices: Treasury or Finance



05 Audience Growth

LinkedIn Blueprint

- Optimize your profile
- Post 2–3× per week
- Engage 15 mins/day with peers, and followers
- Comment insightfully on high-visibility posts

Convert into Leads

- Add “work with me” CTA on profile and content
- Offer free a resource, guide or discovery call
- Collect email addresses via a LinkedIn form offering a cheat sheet (e.g., “Strategic Treasurer Toolkit”)



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Trust & Authority Signals

Build Authority Through:

- Transformation stories
- Client testimonials
- Media mentions
- Certifications: **CTP, CBAP, ACT, CFA**
- Co-branded content with tech partners (e.g., "Treasury Automation with Kyriba")

A vertical image on the left side of the page shows a person's hands writing in a spiral-bound notebook with a black pen. The notebook has a light green cover and the page is lined. There are some handwritten notes in the notebook, including "DO'S", "Spend 15-30 min", "the con", "experin", "Center", "Start", "pu", "St", "Lev", "hastat", "the r", "Start", "growth". A glass of water is on a wooden table next to the notebook. The person is wearing a white shirt and a colorful braided bracelet.

07

Execution Plan

90-Day Roadmap

Week 1-2:

- Define brand positioning and niche
- Optimize LinkedIn profile

Week 3-4:

- Draft your first 4 posts (mix formats)
- Identify 3 target platforms/events

Week 5-8:

- Publish weekly content
- Engage 15 mins daily
- Reach out to 2 podcast hosts/event planners

Week 9-12:

- Create downloadable asset (e.g., TMS checklist or treasury KPI guide)
- Run mini visibility campaign (tagged posts, polls, or a 3-part series)

A vertical photograph on the left side of the page shows a person's hands writing in a spiral-bound notebook. The notebook is open to a page with handwritten notes, including "DO'S", "Spend 15-30 min", "offer to connect", "the con", "experien", "Conferen", "start", "pu", "St", "Lev", "hastat", "the top", "growth". A glass of water sits on the wooden table in the background.

07

Execution Plan

Daily/Weekly Routines

- **Daily:** Comment, message peers, track DMs
- **Weekly:** Write/post content, review performance, schedule meetings
- **Monthly:** Analyze KPIs, pitch yourself to 1 platform, review branding

KPI Metrics to Track

- LinkedIn views, engagement rate, and follower growth
- Inbound DMs (coaching or consulting inquiries)
- Newsletter sign-ups or downloads
- Speaking invitations
- Backlinks or features



Templates & Prompts

LinkedIn Bio Template

“Strategic Treasurer | Digital Transformation Expert | Thought Leader | Helping treasurers optimize processes and mitigate risks”

Thought Leadership Post Templates

“Why now” insight post

- “In our FX-volatile environment, the old way of forecasting doesn’t cut it. See how we built an 83% accurate forecast in 6 weeks...”

Case study post

- “Our FMCG client went from emergency funding to cash resilience. This is the 5-pillar liquidity blueprint we used...”

Bold opinion post

- “Treasury isn’t back-office. It’s the strategic engine most CFOs overlook...”

List post

- “5 KPIs every strategic treasurer tracks (and why they matter more than net income)”



06

Conclusion

You already lead with impact. Now it's time to lead with visibility.

This guide gives you the tools to turn your treasury knowledge into influence through clear positioning, compelling content, and trusted authority signals.

Your voice matters in shaping the future of treasury and finance. Let's make sure the right people hear it.

Visit my website:

www.mythoughtleadership.com

