



Breakthrough by Design podcast series

Breakthrough Brand: Owning your authentic story with Allison Kluger

Managing your reputation starts with “getting real”

Host:

Kim Christfort, Chief Innovation Leader, Deloitte Greenhouse®

Guest:

Allison Kluger, Lecturer at Stanford’s Graduate School of Business

Kim Christfort: How real is too real? Getting real is one of the most important principles for getting to breakthrough, yet it can be challenging to strike the delicate balance between being authentic and oversharing. Our guest today helps business leaders, executives, and teams strike that balance and share their story and personal brand in a way that’s authentic, real, and compelling.

Allison Kluger: “If you don’t control your narrative, people make assumptions. I believe in front loading some of your vulnerability in a way that doesn’t diminish your power, but lets

you connect to your audience, so they have a more three-dimensional view of you rather than just what is in front of them.”

Kim Christfort: That was Allison Kluger, lecturer at Stanford Graduate School of Business and president of Allison Kluger Media Consulting. Drawing upon more than 25 years of experience in broadcast media and entertainment, Allison has created courses at Stanford on reputation management, communication, personal brand, and strategic pivoting.

She’s a leading voice on how to effectively manage your reputation and share your authentic self. And she’s here today to help us better understand how to shape our own story.

I’m Kim Christfort, Chief Innovation Leader for Executive Accelerators and the Deloitte Greenhouse. You’re listening to Breakthrough by Design where we chat with a diverse array of guests, from scientists to CEOs, academics to athletes, exploring what it takes to get to breakthrough.

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