



ENHANCE YOUR LEADERSHIP  
THROUGH

# PERSONAL BRANDING

STRATEGY & STORYTELLING

Would you like to define the combination of strengths that sets you apart as the founder of your company and communicate it clearly?

Would you like to extend the trust and credibility you have built within your professional relationships into the digital environment?

Are you looking to connect with your key audiences and communicate the value you bring through your business?

Would you like to enhance your positioning, increasing your influence and generating new opportunities, even with the people who already know you?

Are you looking to establish a consistent digital presence aligned with your leadership role and your business objectives?

**VALENTINA FRANCISCO.**

Psychologist & Business Advisor

English - Spanish - Italian

Aurora Consulting

[www.consultingaurora.com](http://www.consultingaurora.com)

## WE SHAPE YOUR PERSONAL BRAND INTO A

# *Leadership tool*

Grounded in authenticity

We work on your **brand identity**

and translate your personal value into a

# *Strategic asset*

We define and elevate your Founder Presence in the digital environment, increasing your influence for both you and your organization.



• This process allows you to connect with your key stakeholders as a strategic resource to support the growth of your business, while strengthening your positioning over time.

• As your vision and value become visible within your ecosystem, your digital presence and authority drive new opportunities, strengthening your business development through client relationships, partnerships and strategic connections aligned with your business objectives.

### CONTACT

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### Valentina Francisco, Psychologist & Business Advisor

### Founder of Aurora Consulting

Psychologist and Business Advisor specialized in Personal Branding. With a background in philosophy in Italy, I support executives and professionals in strengthening their leadership and strategic narrative to position themselves within complex ecosystems, highlighting interpersonal relationships and value creation as drivers of professional growth.

We collaborate with companies in multiple industries, particularly in banking, wealth management, and financial services, providing a highly personalized service and supporting professionals and organizations across the US, Latin America, Spain, Italy, Ireland, and the UK.

Our proprietary model of Personal Branding has been shaped by continuous exposure to global standards driven by the Big Four, the top business schools, and our clients, leaders in their fields. We define their value with authenticity, in terms that allow them to feel comfortable and confident to enhance their visibility and expand their impact.

In a context where digital presence plays a central role as a signal of trust and credibility, investing in your Personal Brand and Thought Leadership becomes essential, reinforcing the value you have already built within your professional ecosystem and extending its reach.