



**Medinge Group Member Name**

Malcolm Allan

**Email**

[Malcolm@placebrands.net](mailto:Malcolm@placebrands.net)

[malcolm.allan@atleadership.com](mailto:malcolm.allan@atleadership.com)

**Web site**

[www.placebrands.net](http://www.placebrands.net)

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

**Home Base City**

East Grinstead, West Sussex, UK

**Preferred contact information**

Kingscote House,  
Turners Hill Road,  
East Grinstead,  
West Sussex,  
RH19 4JZ

**Bio**

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

[www.placebrands.net/DreamHC/Pagina3.html](http://www.placebrands.net/DreamHC/Pagina3.html)

**Selected Publications**

Co-Author "Beyond branding", Kogan Page, London, 2003; "Place Branding and Economic Development", AGENDA, February, 2004, UK.

**Will travel for speaking engagement?** Yes

**Areas of specialization for expert sourcing**

Intellectual Capital

Leadership

Authenticity

Place Brand Leadership

**Speech topics/presentations****Your People Your Brand**

Your people are a major determinant of your brand and the source of the intellectual capital upon which your brand is built. So, the way you lead your people and invest in their development can have a major impact on your brand and its reputation. This presentation explores how this can be done cost effectively by leaders.

**Leading Your Brand**

The quality of leadership can have a profound impact on the brand of an organisation as well as on its performance. Authentic leaders know that their actions – what they say and do – can affect their reputation and can impact on the value of their brands. This presentation shows leaders how to add value to their brands through authentic and transformational leadership.

**Leadership Place and Brand**

The quality of leadership of places – countries, states and cities – can have a major impact on their economic viability and their reputation. The way leaders behave affects the brand of their place and the ways that others see it. This presentation shows elected leaders and place partnerships how to harness the power of leadership for the benefit of their communities.

**The Brand Me Leader - Authentic Transformational Leadership**

Authentic leaders know who they are and what they stand for. And they are very clear about what they want to achieve and transform. Their words and deeds epitomize their brand and its values. This presentation shows leaders how they can develop as an authentic leadership brand.