

MEET

Jichél Stewart

FOUNDER | AUTHORITY ARCHITECT | AUTHOR | HOST

For more than two decades, Jichél Stewart has worked at the intersection of strategy, story, technology, culture, and visibility - helping ideas become brands, brands become platforms, and expertise become authority.

Author, Unlocking Your Dominant Personal Brand

Host, Visible by Design

SELECTED CAREER MARKERS

NIKE PEACH JAM

Helped develop and scale Nike's flagship grassroots basketball platform; shaped brand identity, storytelling, and partnership strategy.

U.S. DEPARTMENT OF ENERGY

Speechwriter and messaging advisor in the Public Affairs Office, crafting remarks and strategic public narratives for Cabinet-level leadership.

AIA CONTRACT DOCUMENTS

Led marketing for the $47M software business; launched integrated marketing, expanded partnerships, and oversaw a Webby-recognized digital overhaul.

Founder and CEO - DigiStream Media Enterprise
Built and marketed cloud-based products and customer journeys across U.S. and international markets.

CREATIVE MYSTICS

Founder and Authority Architect helping accomplished professionals structure expertise into durable authority.

A Career Built Around One Question: How Do You Make Value Visible?

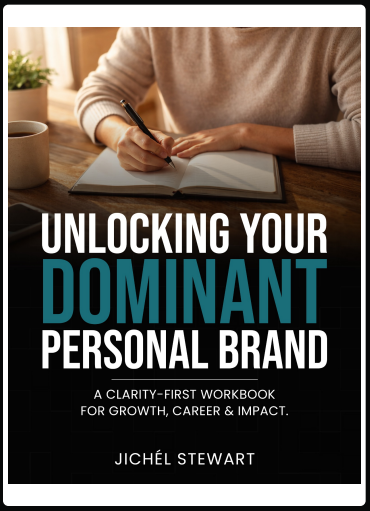
Jichél's career has moved through sports, federal public affairs, enterprise software, SaaS, and founder-led advisory work. The industries changed. The assignment did not: understand what matters, give it language, build the structure around it, and make it easier for people to see the value.

At GamePlan Sports, she helped develop and scale Nike Peach Jam, working across brand identity, storytelling, partnerships, media, and the culture surrounding one of grassroots basketball's most recognizable platforms. At the U.S. Department of Energy, she wrote strategic public narratives and executive messaging. At the American Institute of Architects, she led marketing for the Contract Documents software business, building an in-house team, expanding the partner channel, and helping drive a digital overhaul that received Webby recognition.

THE WORK NOW

Today, Jichél helps founders, executives, licensed professionals, and purpose-driven leaders turn real expertise into structured authority - the positioning, intellectual property, visibility, and body of work that allow a reputation to travel beyond a title, role, or institution. Her premise is simple: most accomplished professionals do not need louder visibility. They need an authority ecosystem that earns trust before the first conversation ever takes place.

> At a certain level, visibility isn't about reach.
> It's about trust. It's about ownership.
> It's about building authority that compounds over time.
>
> - Jichél Stewart



THE BOOK

Unlocking Your Dominant Personal Brand

A clarity-first workbook for growth, career & impact.

You Don't Need to Become Someone Else to Build Authority.

You need language, structure, and visibility that finally reflect the depth of who you already are.

Why This Book Exists

After years spent building brands, products, campaigns, and systems for organizations, Jichél recognized a recurring problem among accomplished professionals: their expertise was often deeper than the public structure around it. They had experience, credibility, and results - but no documented system for translating that value into positioning, intellectual property, recognizable visibility, and opportunity.

Unlocking Your Dominant Personal Brand was created to close that gap. It is not a quick-tips book and it is not a performance manual for social media. It is a guided, clarity-first process that helps readers identify what they stand for, articulate what makes them distinct, and build a brand system they can continue to refine as their work evolves.

The Dominant Brand Method™

A repeatable brand system organized around 10 capacities - from purpose, narrative, and authenticity to brand assets, online presence, communication, execution, feedback, and evolution. Each section produces an output readers can save, refine, and reuse.

WHAT READERS BUILD

- Brand Purpose + impact statement
- Unique Value Proposition
- Brand Narrative + Authenticity Themes
- Brand Asset Inventory + Digital Footprint Plan
- Repeatable Brand Message
- Content + Thought Leadership Framework
- Authority Execution System
- Brand Evolution Loop

"Taking time to do the introspective work in this guidebook changed how I thought about promoting myself and my work."

- EARLY READER

INCLUDES THREE EXCLUSIVE BONUS RESOURCES

Personal Brand Blueprint • Mastering Personal Branding: The 9 Pillars
Brand Frequency Framework™

Available as a digital PDF and Amazon paperback



WHAT JICHÉL BRINGS

Authority. Identity. Visibility.

A Practical Conversation About Being Known for What You Know.

Jichél brings the perspective of a builder who has worked inside brands, public institutions, technology platforms, and founder-led businesses - and now helps accomplished professionals make their expertise more visible, ownable, and durable.

Conversation Areas

From Expertise to Authority

Why experience alone does not create authority - and what has to be structured around it.

Clarity Before Visibility

Why more content is not the answer when positioning, message, and point of view are still unclear.

Authority Beyond the Title

How executives and licensed professionals build portable value that is not dependent on an employer or institution.

Building a Body of Work

How frameworks, ideas, writing, books, and media become intellectual capital that compounds over time.

Personal Brand Evolution

What happens when the identity that created one chapter no longer fits the next.

AI + Human Authority

How leaders can use AI to accelerate execution without outsourcing judgment, voice, or point of view.

Questions to Ask **Jichél**

01 Why do so many accomplished professionals have strong expertise but weak authority infrastructure?
02 What is the difference between visibility, personal branding, and authority?
03 How can someone become known for an idea without turning themselves into a full-time content creator?
04 What does it mean to build authority that can travel beyond a title, role, or institution?
05 Why should professionals document frameworks and intellectual property instead of keeping everything in their heads?
06 What did building brands and systems for organizations teach you about building authority for individuals?
07 How should a professional know when their brand needs refinement rather than reinvention?
08 How can leaders use AI without making their voice, thinking, or public presence feel generic?

Best suited for conversations with leaders who have already built credibility - and are ready to make that credibility more visible, more portable, and more enduring.

AVAILABLE FOR

Keynotes • Workshops • Panels • Podcasts • Media Appearances • Strategic Conversations

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