



**BRANDING
SINCE 2011.**

NLP CERTIFIED SINCE 2016

Neuro-Linguistics
Programming

THE BRANDING PSYCHOLOGIST

Legacy by Behaviour
Legacy by Design

PROFILE

THE BRANDING PSYCHOLOGIST

370+

People trained & mentored
Since 2011

40+

Number of brands
worked with

Legacy by the
numbers

96+

The most number of personal
brands/ influencers worked
with over 18 months
simultaneously on a multi-
continent strategy

5

CONTINENTS

Work & Training in Africa,
Asia, Middle East, Europe,
North America

THE BRANDING PSYCHOLOGIST

*You are already born,
you are going to die,
so you might as well do
something in between that
you respect.
-Toni Morrison*

AWARD WINNING BRANDS

Clients winning awards
since 2016

INTERNATIONAL AMBASSADOR

One Young World
Since 2011

IVY LEAGUE SCHOOL

Trained Preparation Coach

INFLUENCER MARKETING MAVERICK

Since 2011



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**WORKING ON
YOUR BRAND
ENERGISES ME.
I WANT WHAT
YOU WANT.**

CAPABILITY & SERVICE LINES

Aesthetic improvements for brands	Executive & Senior Professional Staff Branding	Visual Identity Refinement
Awards & Recognition Submissions	Graduate//Early Career Coaching	Website Designs
Brand book development	Key Note Speaking	Client Type
Brand Strategy Development	Monthly Retainer Services for Project Management	Event Organisers & Conference Producers
Brand Strategy Direction Session	Packaging Programs for marketing leverage	Female-Led Businesses & Public Figures
Business-to-Business Profiles	Panelist	Graduate Employers & Corporate L&D Teams
Content Creation	Rebrand or Packaging Strategies	Independent Professionals & Executives
Content Reviews	Reputation management	Owner-Led Law Firms
Corporate Stationery Design & Procurement	Signature talk presentation preparation content & design	Private Medical Practices & Clinics
Creative Direction - Campaign Specific	Social Media Management	Professional Services Firms (Legal, Advisory)
Digital Stationery Designs	Tagline Development	Start-Ups, New Ventures & Programs
Enterprise Development Program Management	Thought Leadership Development	
Event Marketing	Video & Photography work upto post-production	

SELECTION OF BRANDS WORKED WITH

3M Post-it
3 Lux Suites
Adcock Ingram
African Leadership Academy
Best & Beyond
Best Select Grocer
Bidvest Bank
BTS strategies
Clearasil South Africa
Childhood Cancer Foundation
Clinton Health Access Initiative
Dominion Capital
Dream School Project USA
Department of Education and Training: Mpumalanga
Grow Now Network
Hollard Insurance
Holy Jerusalem Church of Repentance
Johannesburg Dream Centre
Love Life NGO
Luxury Media Africa
Mall of Africa
Motsoeneng Bill
Mediacom
Meet The Woman Afrika
Microsoft
Miss Teenager South Africa
Momentum Metropolitan
Nederburg Wine
One Young World
Quintessentially South Africa
Safe Hub
Sivuka Youth
Thuthuka Foundation
TopShop South Africa
Tumelo Coal Mine
Varsity College
Vodacom Corporate
Wafira Financial Services
Woolworths
XP Squared
Zoie Health

The Branding Psychologist for **LAW | HEALTH | EXECUTIVES**



Authentic, award winning, lasting legacies are built here,
by behaviour, by design.

My name is Thato, The Branding Psychologist for
law, health & executives; practising since 2011.

JSE listed companies across finance, banking & telecoms work with me to
groom their people for promotions, awards, and
to align with the company brand & goals.

Through the blend of my branding interventions, people & companies are
building legacies through refining their brand assets, winning awards &
gaining recognition from international bodies such as
Africa Legal Awards, Africa Arbitration Awards & Best Lawyers. I also
have experience with the submission process of other bodies such as
Chambers & Partners, and the Legal500. Other noteworthy work is having
groomed & branded award winning influencers, speakers,
executives & pageant queens.

Building a legacy starts with these behaviours:
Credibility, visibility, being coachable, reliable, valuable &
joining the groups geared to support your brand health.

www.thebrandingpsychologist.co.za

WORK WITH ME IN THE AGE OF AI

A rare combination of boardroom credibility, creative depth, and human development expertise, which ultimately compounds to a profound understanding of human behaviour and branding - This is what I use to build brands.

AN ENHANCER OF HUMAN INTELLIGENCE.

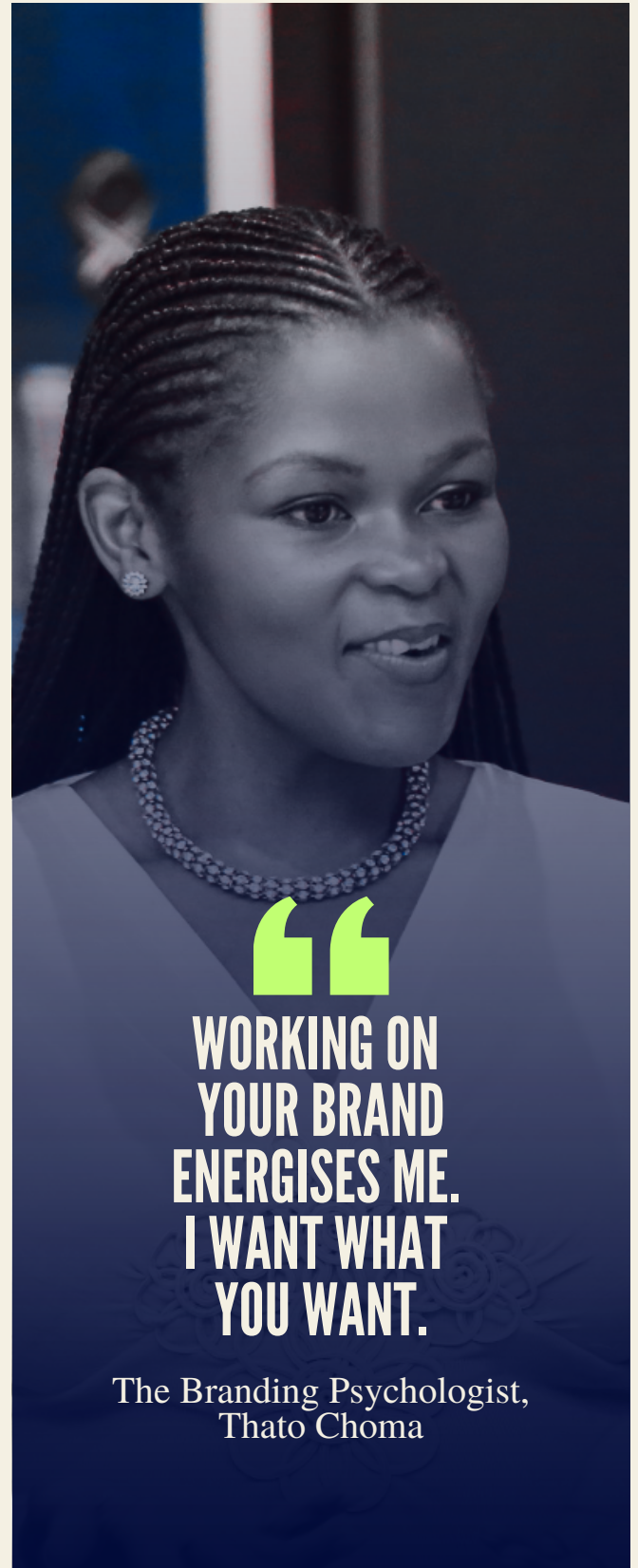
Every client I work with today has access to something extraordinary; a capability that did not exist a decade ago: the ability to move from thought to creation with unprecedented speed - AI, an enhancer of human intelligence, a tool is amplified by curiosity, an essential ingredient to have for growth, successful intervention & invention - *we get to own the input completely to drive to the output we want.*

NO UNECESSARY COSTS OR COMPLEXITY

AI is incorporated into my practice to expand possibility, not take short-cuts, allowing me to uncover more perspectives, and deliver meaningful work - no unnecessary cost or complexity.

I LOVE TO DO, WHAT AI CANNOT DO.

AI cannot sense, work with emotion, or know how particular word may land in a particular context. It cannot coach a one through a confidence crisis at 8am before a presentation, or sit with a founder/CEO and help them find the language for something they have never had to articulate before. It doesn't build your legacy, it supports how we can do it given that it's put into experienced hands that inputs multiple disciplines to build a brand. This is the work I love to do, it's the work AI cannot do.



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YOUR BRAND
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I WANT WHAT
YOU WANT.**

The Branding Psychologist,
Thato Choma

The Branding Psychologist

1 THE BRAND RECOVERY PRESCRIPTION

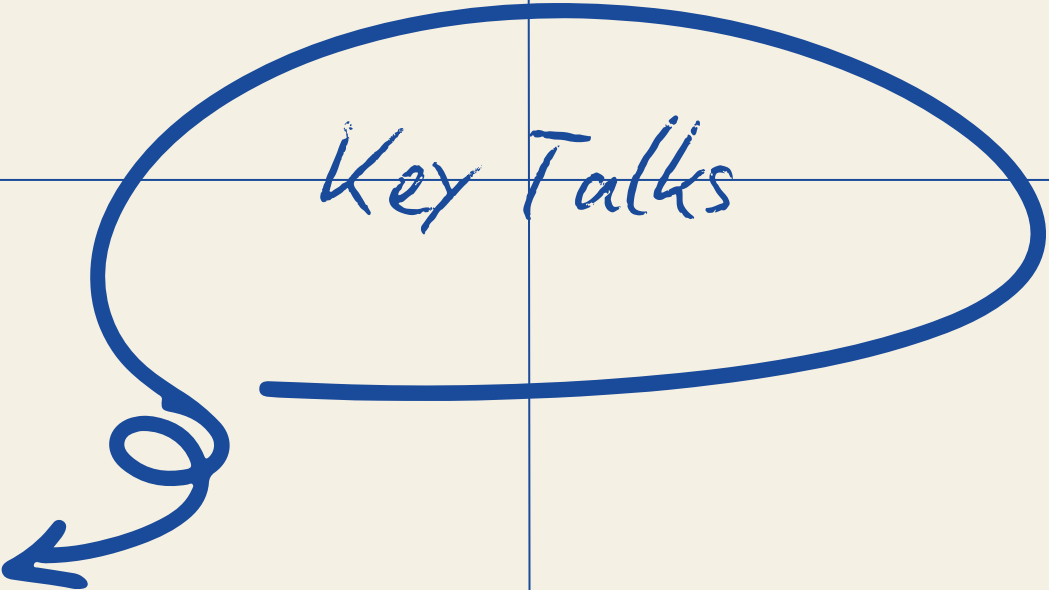
**What an Eating Disorder
Taught Me About Identity &
Authenticity**

Give yourself time & space.

12 steps, 21 different days is
what it takes to lose the baggage
that covers your authenticity.

2 THE THOUGHT LEADERSHIP LAB

Find, form & shape your voice.
Become known for who you truly
are without leaving it to chance.
It's visibility, not vanity.



Key Talks

3 BRAND VITALS HEALTH CHECK

**A rebrand is a multi-
disciplinary process.**

For practices & people that
have outgrown 'something'.
and want to elevate their
brand & service offering.

4 LEGACY INTEGRATION

**When performance is not
enough anymore. It's time
to circle back to meaning.**



BOOKINGS | COLLABORATIONS | CONSULTING

THE BRANDING PSYCHOLOGIST

Law | Health | Executives

@thebrandingpsychologist

www.thebrandingpsychologist.co.za

+27 73 530 9454

Looking forward to what's possible!