IPT 2017 Sales Tax Symposium
San Antonio, Texas
September 17-20

Enhancing Your Personal Brand as an Indirect Tax Professional
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Agenda

- What is personal branding?
- Strategies to communicate with leadership
- Strategies to brand yourself as an indirect tax professional
- Develop your vision for your position
- Embracing change management for leadership and align with best practices
What is a Personal Brand?

• A personal brand is synonymous with your reputation
  – How do other people see you?
  – Are you trustworthy?
  – What do you represent?

Manage your personal brand

or

Let it be defined on your behalf
Strategies to Communicate w/ Leadership

● Connecting with leadership and other stakeholders
● Best practices for communicating critical information to leadership
● Be a “trusted advisor” within your organization
Connecting with Stakeholders

**Stakeholders:** Interest and concern from others in an organization or other establishment affected by another's actions, objectives, and/or policies

- Senior Management
- Controllers
- GBU's
- Purchasing
- Suppliers
- Customers & CSRs
- Sales Personnel
Best Practices: Communicating Critical Information to Leadership

- Identify stakeholders to be affected
- Be proactive in reporting the potential financial impact
- Share action plan with leadership
  - Provide recommendations to issues/concerns
- Communicate information timely. Remember less is more.
- Provide regular status updates
- Don’t be afraid to pat yourself on the back
Be a “Trusted Advisor” within your organization

- Learn from the Trust Equation

\[ T = \frac{C + R + I}{S} \]

- Trustworthiness
- Credibility
- Reliability
- Intimacy (Empathy + Transparency)
- Self-Orientation
Be a “Trusted Advisor” within your organization

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<td><strong>Component</strong></td>
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Trust equation examples

- **Credibility** – If you tend to undersell yourself, practice articulating what others will find valuable to know about your experience.
- **Reliability** – Understand what your audience values and send goals, agendas, etc. prior to meetings.
- **Intimacy (Empathy and Transparency)** – When there is an issue, put it on the table. Work together to develop solutions.
- **Self Orientation** – Trust your ability to add value AFTER listening rather than during interactions.
Building your personal brand as an indirect tax professional

- Understand your industry
- Be the subject matter expert
  - Research
  - Network with other professionals
- Show you’re interested – *ask questions*
- Be present in time of need
  - Be visible and accessible
  - Be responsive to questions
- Concentrate on building relationships
  - Introduce yourself
  - Invite a stakeholder or other professional to lunch
  - Schedule meetings to collaborate
- Treat all with respect
Finding ways to add value as an indirect tax professional

- Professionalism is a must
- Build relationships
- Exhibit interpersonal skills
- Create training programs for stakeholders
- Let your connections work for you
Develop your vision for indirect tax

- Outline the qualities of a highly effective Indirect Tax Function
  - Is this vision inline with your leadership’s vision?
  - Identify current gaps and outline a game plan to close them
  - Analyze experience gaps within your staff and create a plan to close them
    - Take time to understand your staff’s career goals
    - Keep them engaged
Embrace the future

Does Leadership still want to see traditional Excel pivots and Access summaries?

How can we create interactive discussions which convey concise, but powerful, information?

Add value by looking for ways to automate your repetitive, ruled based, processes
Let’s talk: Any Questions