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## Talent in VC Insights

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# Core Themes and Takeaways

This document summarises key insights from the recent “Talent in VC” session focused on the importance of personal branding within the venture capital ecosystem. As talent leaders operating at the intersection of founders, portfolio companies, and investors, the way we present ourselves both internally and externally directly impacts how we create value, build trust, and scale influence. The following takeaways explore how to align personal and business brands, prioritise value creation, and strategically position the talent function as a driver of growth and credibility across the portfolio.

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# Personal Brand as a Strategic Asset

- Be explicit about what you’re offering the portfolio; your brand should clearly articulate the value you bring to founders and teams.
- Authenticity matters; ensure alignment between your personal and business brand. It's acceptable—and valuable—to be seen as an individual within the VC brand, as long as it supports the fund’s positioning.
- Use blogs, podcasts, and curated content to build thought leadership; real stories from founders and tangible success metrics resonate more than theoretical opinion pieces.

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# Internal Brand and Value Creation

- Internal brand is driven by clarity, integrity, and delivery; talent professionals are seen as credible when they go deep into portfolio companies.
- Follow-through is essential, value creation only matters if it is sustained and visible. Define what success looks like and how it will be tracked.
- Use tools like Notion or project management software to automate, track, and report outcomes. Keep a running log of work done to ensure visibility and recognition.

# Talent as a Lever for Portfolio Success

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- Define how you add value whether it’s hiring, intelligence, benchmarking, or introductions and build scalable solutions for recurring needs.
- There’s a clear tension between scaling support and maintaining quality; decide where your time is best spent and communicate boundaries clearly.
- Build an internal scorecard: measure introductions, hires, process improvement, or founder satisfaction. These are more meaningful than pure volume metrics.

# Content, Comms, and Community

- Substack newsletters, LinkedIn curation, and founder-led content (co-authored posts, podcasts) outperform standard branded output by up to 10x.
- Don’t push opinions too early; instead, pull in signals from the ecosystem. Use data-driven tools to monitor LinkedIn roles, hiring trends, and engagement metrics.

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# Founder and Community-Led Networks

- The strongest personal brands leverage peer-to-peer founder networks; these groups create inbound talent pipelines and contribute to overall VC brand equity.
- Personal brands thrive when connected to a VC thesis; be specific about where you're building expertise (e.g., AI, deep tech, GTM talent).
- Use curated events, Slack groups, or founder roundtables to deepen engagement and become a magnet for inbound talent.

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# Strategic Focus and Prioritisation

- Pick your three key areas to specialise in and build reputation; avoid being dragged outside of your lane just to be helpful.
- Balance high-priority portfolio support with scalable mid-tier solutions. Not every role needs white-glove support some require introductions, not full processes.
- Prioritise “big swings” over small wins; e.g., building a whole GTM team or launching a talent network is more impactful than making one hire.

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# Tools and Approaches

- Use AI and data tools (e.g., role scrapers, LinkedIn insights, network mapping) to scale insight and anticipate needs.
- Define how you want to be approached internally; create intake forms or structured asks to protect your time and guide founders.
- Recruitment tools and platforms (like Notion or candidate databases) should be audited regularly for impact and usability.

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# Defining and Defending the Role of Talent

- The function must be defined, respected, and protected—you're not just "doing hiring"; you're a strategic builder.
- Founding talent people (3 out of 4 in some firms) shape the early DNA; this is high-leverage work that should be recognised.
- Make hard decisions about what not to do. With no operating partner, build a clear GTM diligence and support framework to show ROI on your time.

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# Final Thought

Personal brand in VC talent isn't about ego; it's about clarity, visibility, and leverage.

Whether supporting internal teams or scaling portfolio value, your reputation is your currency.

Build it deliberately, back it with delivery, and always align it with where you can add the most value.