

#### Branding inside. Out.

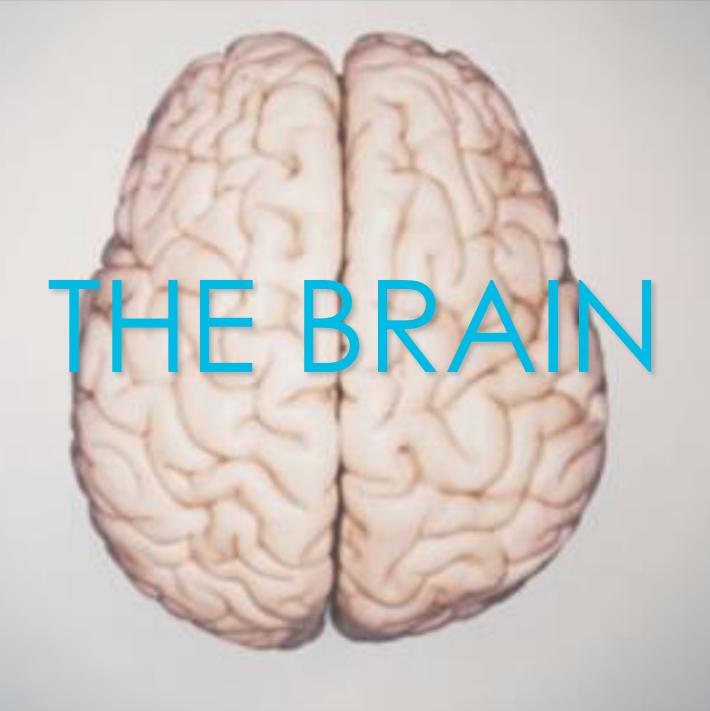
Giving birth to a company.

Sheila Lirio Marcelo,

Chairwoman, Founder & CEO, Care.com



# BRANDING FROM THE INSIDE. OUT.







# RULE ONE: BE AUTHENTIC.















# RULE TWO: BUILD YOUR TEAM



## FOCUS ON EMPLOYEES AS YOU GROW

### RULE THREE: THINK LONG TERM, NOT ONE NIGHT STANDS.



# RULE FOUR: BUILD FOR SCALE







### THE RULES

### THE RULES

- 1. BUILD A BRAND THAT IS AUTHENTICALLY YOU
- 2. BUILD A TEAM THAT'S WITH YOU
- 3. THINK LONG IERM
- 4. BUILD FOR SCALE



### Thank you.