



# Branding inside. Out.

Giving birth to a company.

Sheila Lirio Marcelo,  
Chairwoman, Founder & CEO, Care.com

Linked 



BRANDING FROM  
THE INSIDE. OUT.



# THE BRAIN

A hand holding a white paper heart against a blurred background of a person's torso. The text "THE HEART" is overlaid in blue.

# THE HEART

A close-up photograph of a person's midsection. They are wearing a vibrant green, textured dress. Both hands are placed on their stomach, with fingers slightly spread. The person's skin is fair, and they have a ring on the ring finger of their left hand. The background is a plain, light color. Overlaid in the center of the image is the text "THE GUT" in a bold, blue, sans-serif font.

# THE GUT

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



AMBITION



PRAGMATISM





# THE RULES

# THE RULES

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



Thank you.