

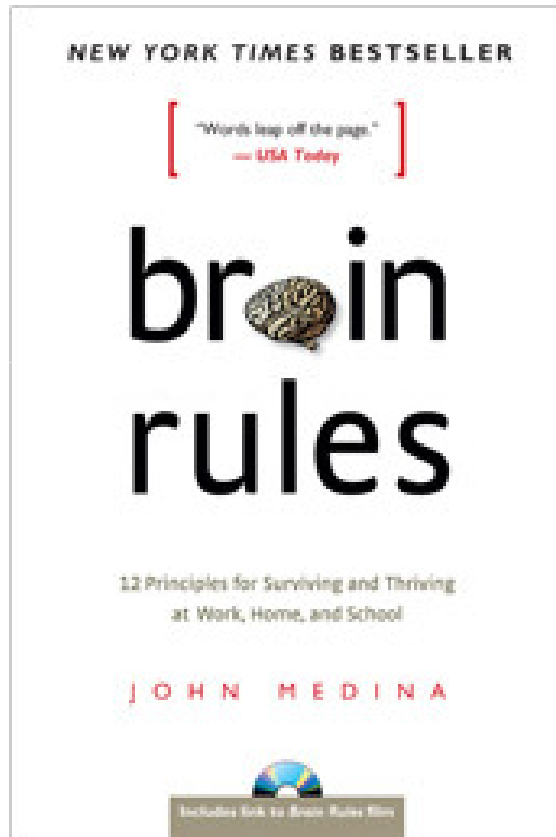
The Power of “I”

智良團 CORPORATE COACHING PARTNERS

enabling leaders to realise their potential

The 12 Brain Rules

Principles for Surviving and Thriving at Work, Home and School



1. **Exercise.** Exercise boosts brain power.
2. **Survival.** The human brain evolved, too.
3. **Wiring.** Every brain is wired differently.
4. **Attention.** We don't pay attention to boring things.
5. **Short-term memory.** Repeat to remember.
6. **Long-term memory.** Remember to repeat.
7. **Sleep.** Sleep well, think well.
8. **Stress.** Stressed brains don't learn the same way.
9. **Sensory integration.** Stimulate more of the senses.
10. **Vision.** Vision trumps all other senses.
11. **Gender.** Male and female brains are different.
12. **Exploration.** We are powerful and natural explorers.

Brain Rule #4:

We don't pay attention to boring things



Attention only last for 10 minutes



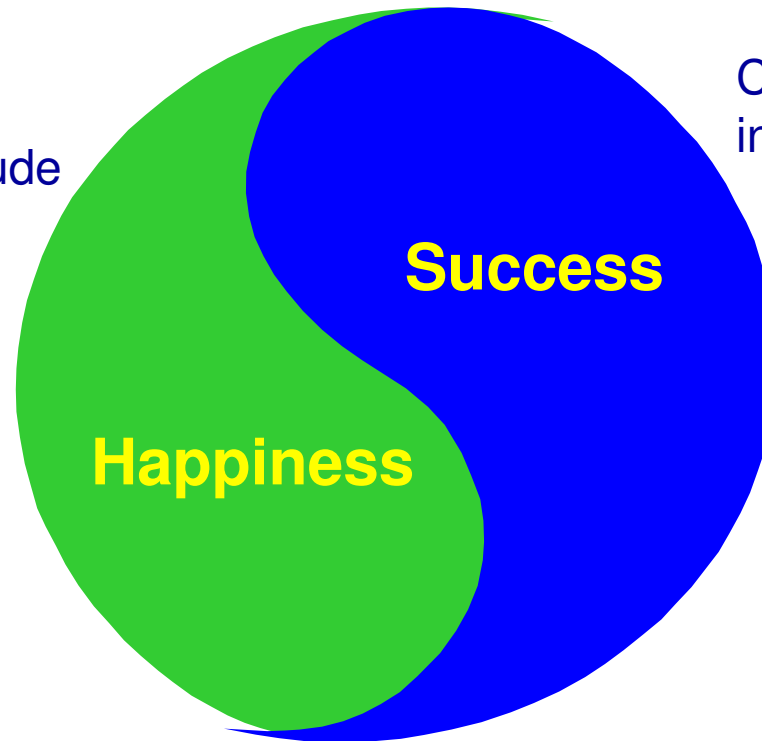
Talking Points

- Making Personal Impact
- Importance of Branding
- What is Personal Branding
- Building Your Personal Brand

Making Personal Impact

- *What do we strive for in life?*

Create positive attitude
in own mind



Create positive attitude
in minds of others

Making Personal Impact

What is Personal Impact?

Dictionary definition of Impact:

- *The force of impression of one thing on another*
- *An effect or change caused by some factor*

As individuals we make a personal impact on others and cause some change

Making Personal Impact

Impact is everything

- Positive impression on others
- Communicate powerfully
- Persuasive and memorable

Importance of Branding





\$ 1



\$ 4.50

Importance of Branding

Brand

Volvo

BMW

Disney

OSIM

What it stands for

Safety

Performance

Entertainment

Relaxation/Massage

Importance of Branding

- **Brand has personality**

Imagine the following brand as a person

Mercedes Benz:

Porsche:

- 1. Is it a man or woman?*
- 2. What profession does this person has?*
- 3. How is the person dressed?*
- 4. What is the income level? Low /Medium/High?*
- 5. What is the person's past time ?*

Source: *How You are Like a Shampoo*, Brenda Bence

**A brand is a collection of perceptions
in the minds of consumers.**

- *arouse emotions*
- *ignite passion*
- *have meaning*



“A brand is more than a name or a logo – it is a **promise** and a **contract** with **every customer** with whom you are dealing. And if people feel that the offering does not live up to what they expect from the brand, they will decide to stop buying”

- Richard Branson



Brands are born out of
experience
and reflect
reputation

People are brands too





Political Races will never be the same.

*We are CEOs in our own companies: **Me Inc.** business. To be in business today, our most important job is to be the head marketer for the brand called you.*

Tom Peters

Personal brands are born out of others
experience of you (via your **behavior**)
and reflect
reputation

**If we are not branding ourselves
you can be assured that others are
doing it to you.**

Differences between:

Marketing

Public Relations

Advertising

Branding

*"Brands are built on what people
saying about you, not what you
are saying about yourself"*

Guy Kawasaki

Personal Branding

Exercise:

Colleagues' Brand at Work

- 1. Think of someone at work whom you really enjoy working with:**
 - How does this person make you feel?*
 - What do you think about this person?*
- 2. Now consider a different person you work with....
Someone you don't really enjoy working with, one that causes you problem or you don't like to deal with.**
 - How does this person make you feel?*
 - How do you perceive him or her?*

Personal Branding

Why would anyone want to buy **You?**

How is it different from corporate branding?

Definitions:

‘A personal identity that stimulates precise, meaningful perceptions in its audience of the qualities and values the person stand for.’

Peter Montoya, The Personal Branding Phenomenon

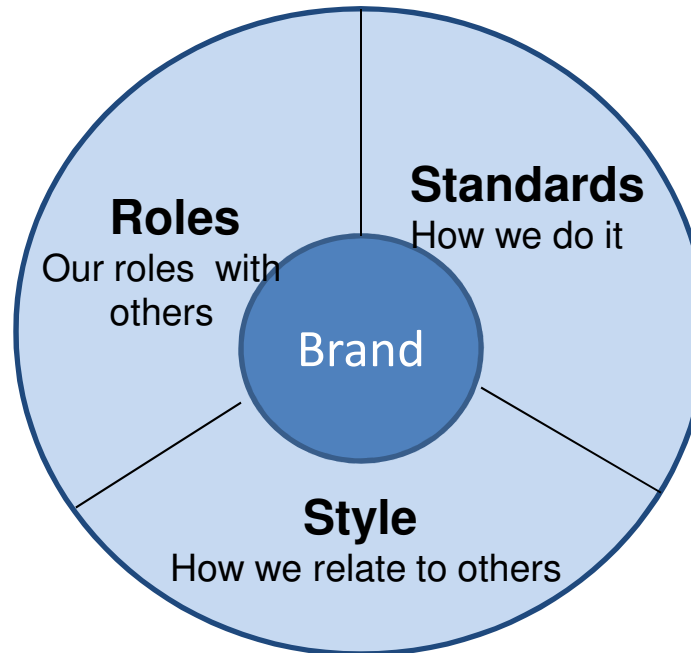
‘The way you want people to perceive, think and feel about you in relation to others.’

Brenda Bence, How You are Like a Shampoo,

- What does **your brand** reflect?
- What do you want **your brand** to reflect?
- What are you doing to enhance **your brand**?

Personal Brand Framework

- Consultant
- Facilitator
- Father
- Husband
- Friend



- Experienced
- Professional
- Collaborative
- Creative
- Values-driven
- High performance

- Open-minded
- Tolerant
- Compassionate
- Fun

Source: McNally & Speak, *Be Your Own Brand*

Building Your Personal Brand

1. Know your current brand
2. Define your desired brand
 - Define what you stand for (Standards)
 - Establish your roles or target (Audience)
 - Know what behaviors you wish to live by (Style)

Worksheet

Building Your Personal Brand

Know your current brand

1. How are you currently viewed by your colleagues, friends and family ?

Assertive Friendly Jovial Intelligent Competitive, Engaging

Aggressive, A clown, A nerd, Manipulative, A pushover, Domineering

- Other feedback methods:
 - 360 Feedback, feedback from staff, profiling instruments

2. What are your strengths and gaps (or weaknesses)?

Building Your Personal Brand

Define your desired brand

3. *What are six values words that characterize what I would personally want to be known for?*
4. *What is my brand statement?*
5. *How can I make my brand identity real to my target audience?*

Channels and Tools

- **Workplace interactions**
- **Events**
- **Publishing**
- **The Media**
- **Websites**
- **Blogs**
- **Social networks**
- **Podcasts**

Social Network Accounts Outnumbers People on Earth*

facebook

500m accounts

flickr

5 billions photos uploaded

twitter

500m tweets per day

LinkedIn

60m professionals

You Tube

*24 hours of video uploaded
every minute*

- ~ 10 Billion social networking and on-line accounts in 2010

- 53% of internet users are members of social networks

73% of internet users read blogs

** In Stat*

Key to Impact

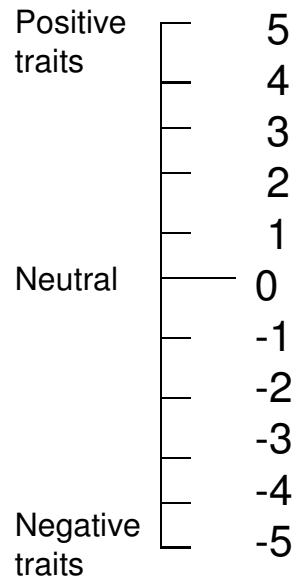
The Likeability Factor

- Are likeable people more successful?
- What makes someone likeable?
 - what qualities, behaviors characteristics?

Friendly, warm, caring, similar interests, positive, good listener, sense of humour, good manners, look their best, co-operative, open, articulate etc.

The Likeability Factor

The Likeability Scale Ways to make yourself likeable



- Make the most of yourself
- Be friendly
- Interested in others
- Make yourself emotionally attractive
- Lighten up
- Show you care
- Be who you are
- Be positive

Beginning today, treat everyone you meet as if they were going to be dead by midnight.

Extend them all the care, kindness and understanding you can muster. Your life will never be the same again.

Og Mandino, sales guru

Thank You

John Chan

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