

PERSONAL DNA: TURNING YOUR PROFILE INTO AN ASSET

1 WELCOME

- Welcome and background to the first real entrepreneur school.
- Launch of first ever home school for CEO's, Celebs, Employer Brands and Game Changers.
- Credentials - Author of Brand Famous and other clients including major global brands, Celebrities, CEO's and World Leaders.

YOU ARE ALREADY A BRAND

2 WHAT IS PERSONAL DNA

- Why you need a Personal Brand.
- Personal Brand Vs Social Media.
- Understanding the power of Google Search.

YOUR PERSONAL BRAND IS NOT SOCIAL MEDIA

3 YOUR VISION FOR YOUR PERSONAL BRAND

- Understanding the transition from the Why to Who Era.
- Creating the Vision for your Personal Brand.
- Mapping Trends in Personal Brand.

NEVER BEFORE HAS YOUR BRAND BEEN SO IMPORTANT – WHO ERA

4 THE FAME GAME

- Understanding Fame.
- Exploring your Brand Choices.
- Defining what you want to be known for.

FAME IS JUST A STATE OF MIND

5 THE AUDIT

- Uncovering the difference in the 20th Vs 21st Century brand models.
- Understanding how Google: PULLS.
- Making your Business Choice.

TRANSFORMING FROM FACELESS TO FACE

6 STRIKER, MIDFIELD, DEFENCE – YOUR CHOICE

- Deciding your Position.
- Building your Team: Understanding Brand Power.
- The 21st Century requirement for Brand - People - Purpose.

BRAND POWER - COMPANY - PEOPLE - PURPOSE

7 DESIGNING YOUR BRAND

- How to create your Micro Voice.
- What do you want to be known for?
- How do you want to leave people feeling?

WHAT DO YOU WANT TO BE KNOWN FOR?

8 THE PLAN: PROFILE TO ASSET

- Understanding PUSH Vs PULL.
- How to create Experiential and Engagement campaigns.
- Start your Plan.

BRAND-LED NOT SALES-LED

9 GO-TO-MARKET

- Creating your collateral: BPSAV.
- Understanding How, Who, When and Where.
- Linking into Sales and the Company Brand.

CREATING YOUR ASSETS

10 HOW TO LAUNCH AND GROW

- Your Brand Power.
- Outlining your Battery Pack.
- Try, Test, Re-iterate.

IDENTIFYING YOUR METRICS FOR GROWTH