

BRANDING GTOS FOR THE FUTURE

How you can build your personal and
corporate brand to **SHINE**

A TIME TO SHINE MANIFESTO

BRANDING GTOS FOR THE FUTURE

- 1. What's the job of a brand?**
- 2. Who is your market?**
- 3. Building your Personal Brand**
- 4. Aligning your team around a 3 year Business/Brand vision**

1. What's the job of a brand?

SAY

THINK

FEEL

2. Who is your market?

YOUR STAKEHOLDERS

YOUR CUSTOMERS

YOUR PEOPLE

BROADER COMMUNITY

3. Building your Personal Brand

BUSINESSES ARE SEARCHING FOR PEOPLE WHO CAN

Lead into an Exciting/Scary future

Make sense of Ambiguity

Communicate with brevity and elegance

Attract people, resources and sales

Project confidence and purpose



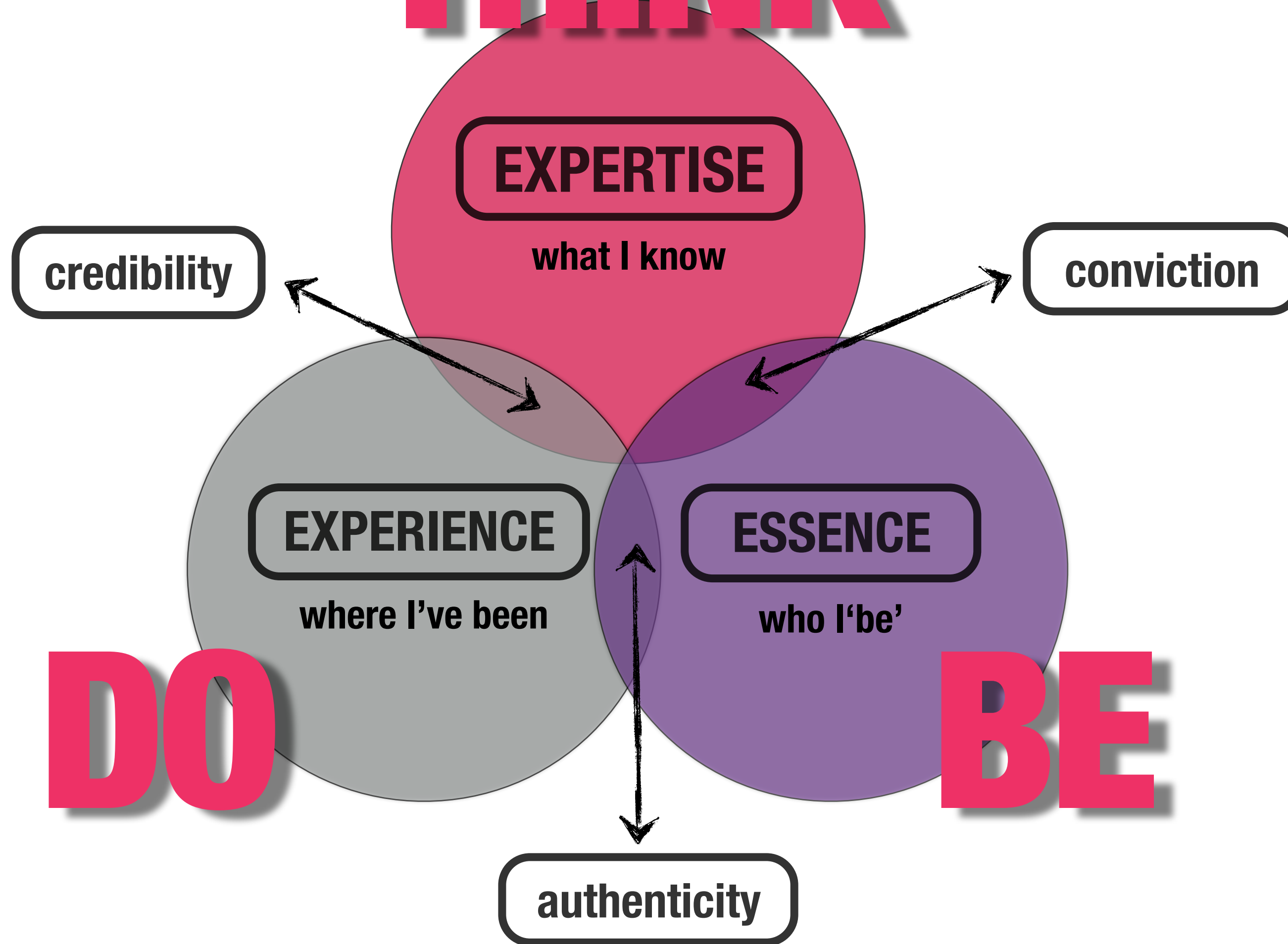
YOUR INFLUENCER 5 PACK

REMEMBER
IT ALL STARTS WITH
CONFIDENCE



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THINK · DO · BE *more*

THINK



BUILDING BLOCKS

**BRING YOUR THINKING TO
LIFE**



YOU NEED TO BUILD A CONTENT-CREATION MUSCLE

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CREATIVITY

more sweat
than fairy dust



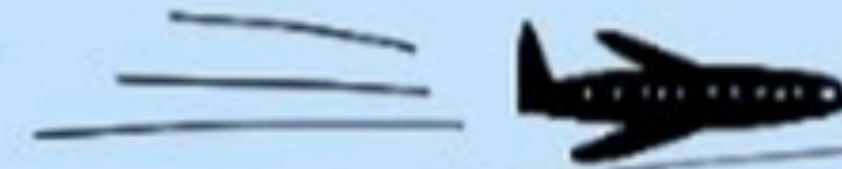
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What's your PERSPECTIVE?

35,000 FT

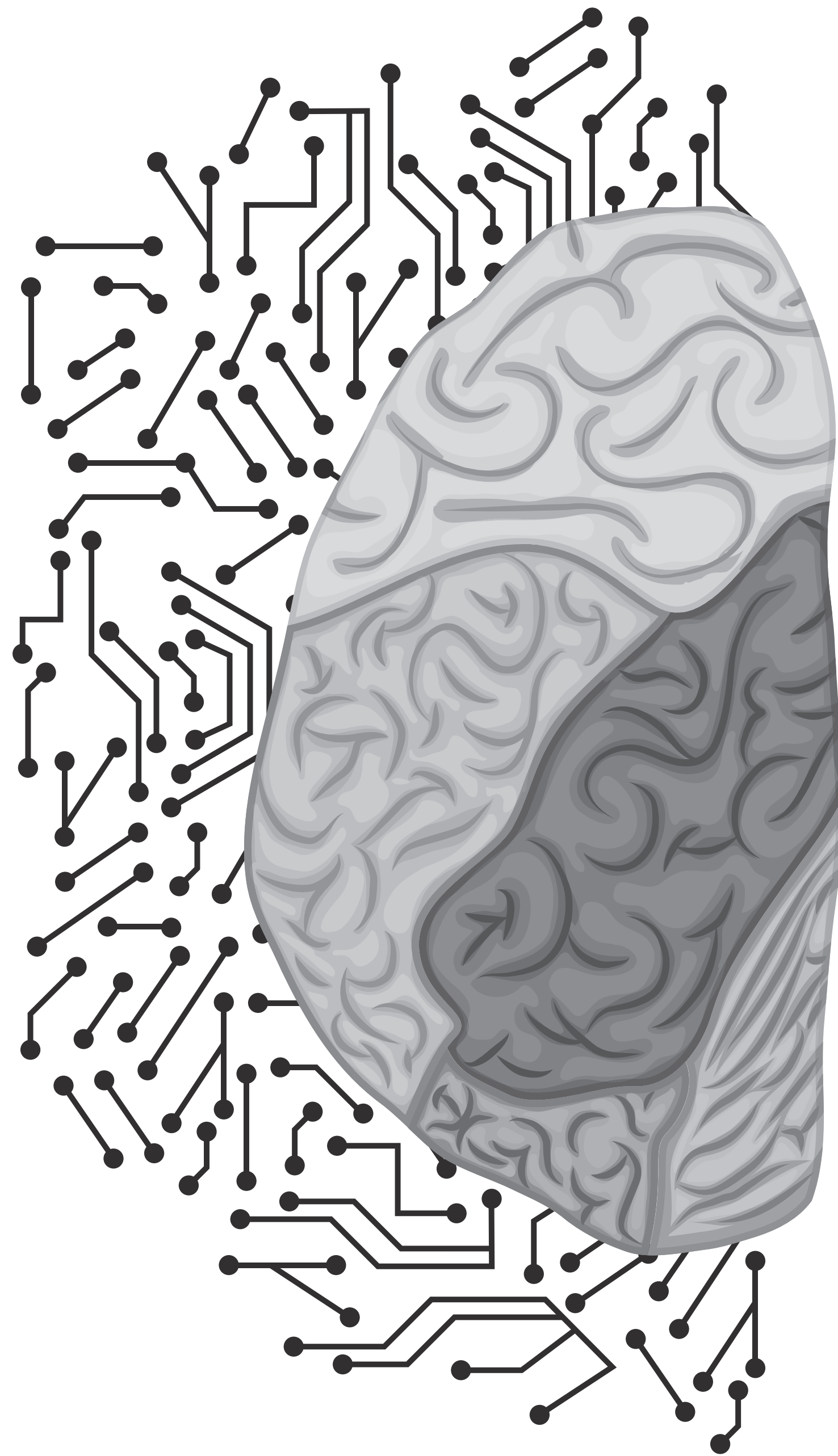


15,000 FT



on the GROUND



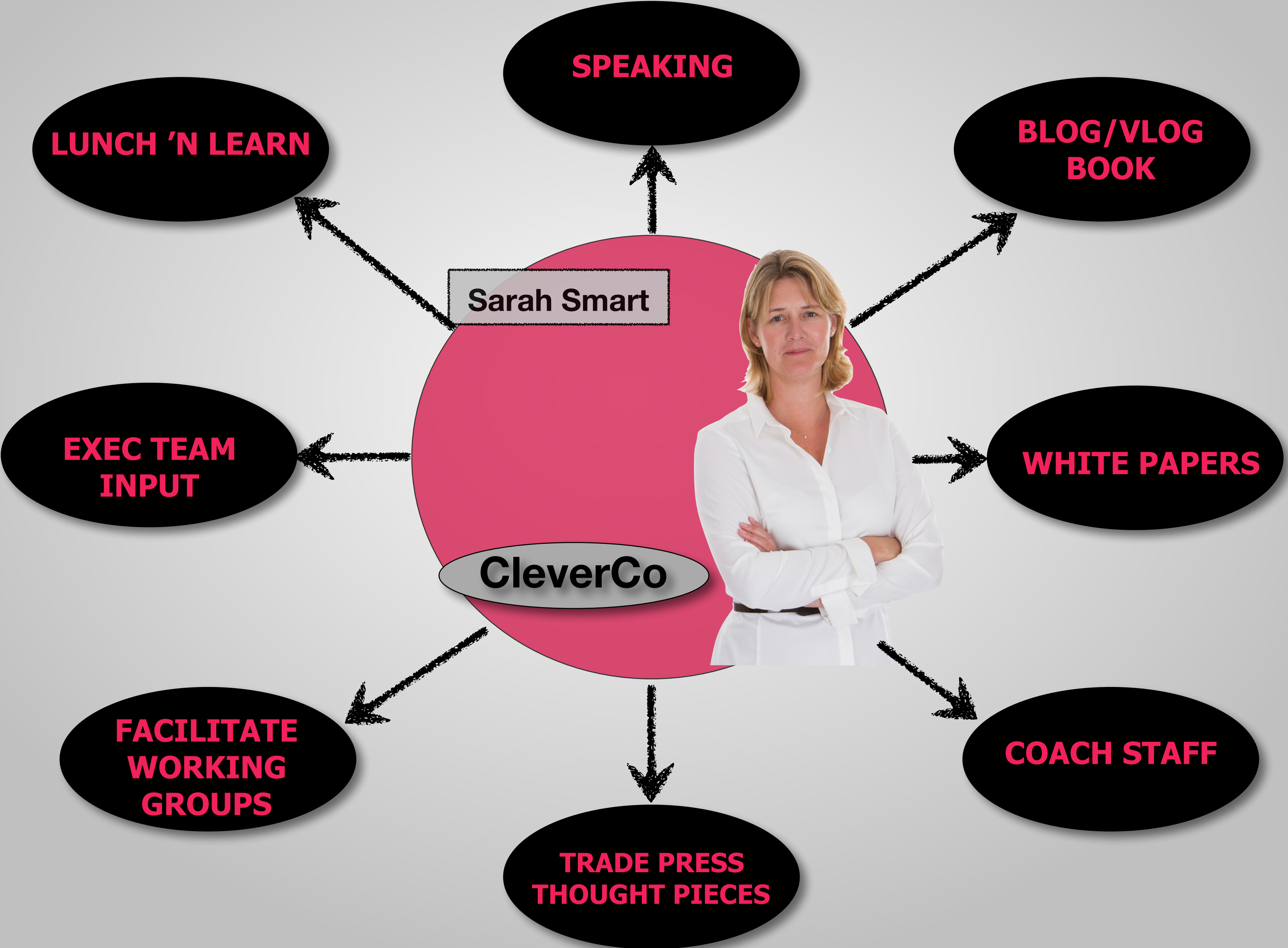


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GUIDING QUESTIONS

1. What's really going on? (CONTEXT)
2. What do I think about that? (OPINION)
3. How do I know? (PROOF)
4. What should you do? (PRESCRIPTION)

SHARE WHAT YOU KNOW



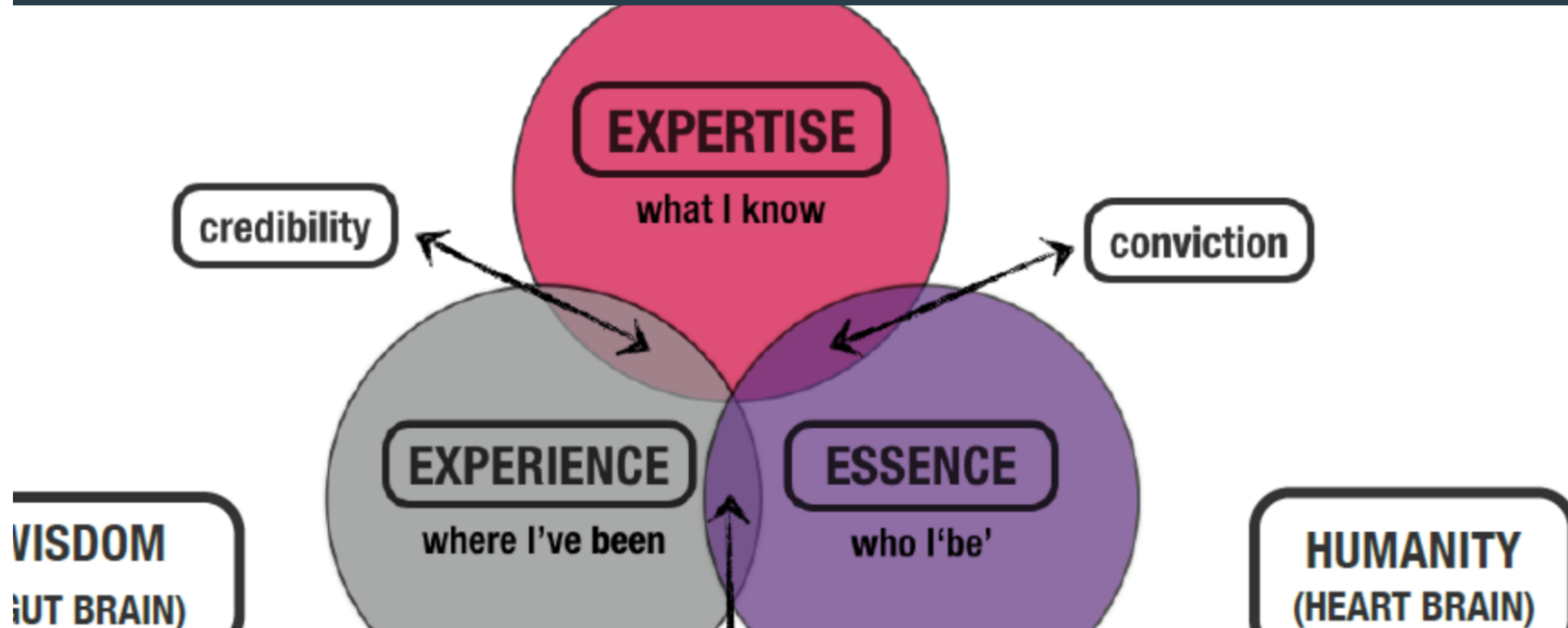
3 REASONS THIS IS GOOD FOR YOU, YOUR TEAM & YOUR BUSINESS

GETS STUFF OUT OF YOUR HEAD AND INTO THE MARKET



1.

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Why Humanity is your point of difference

[Edit article](#)

Published on September 7, 2017



MARK HODGSON
Leadership, Change, Confidence and Influence Exp...



246



27



39



For seven years I've been running my consultancy business. For half of that time, I was working out which way was up. Unlearning 25 years of corporate memory

Why Humanity is your point of difference (27 comments, 246 likes)



1,460 views

39 reshares



64 clicks from people at Commonwealth Bank

Thought Leaders 246

IAG 13

AGL Energy 9

National Australia Bank 9



249 have the job title Volunteer

Salesperson 79

CEO / Executive Director 74

Business / Corporate Strategist 66

Consultant 60



Your biggest audience is from Sydney, Australia

Melbourne, Australia 208

Brisbane, Australia 64

London, United Kingdom 41

Perth, Australia 22



Your article was found through LinkedIn.com

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Show more



1st

2nd+

Most of your clicks came from your 2nd+ degree network

**POSITIONS YOU AS
A FUTURE-FOCUSED
PROBLEM SOLVER
EXTERNALLY &
INTERNALLY**

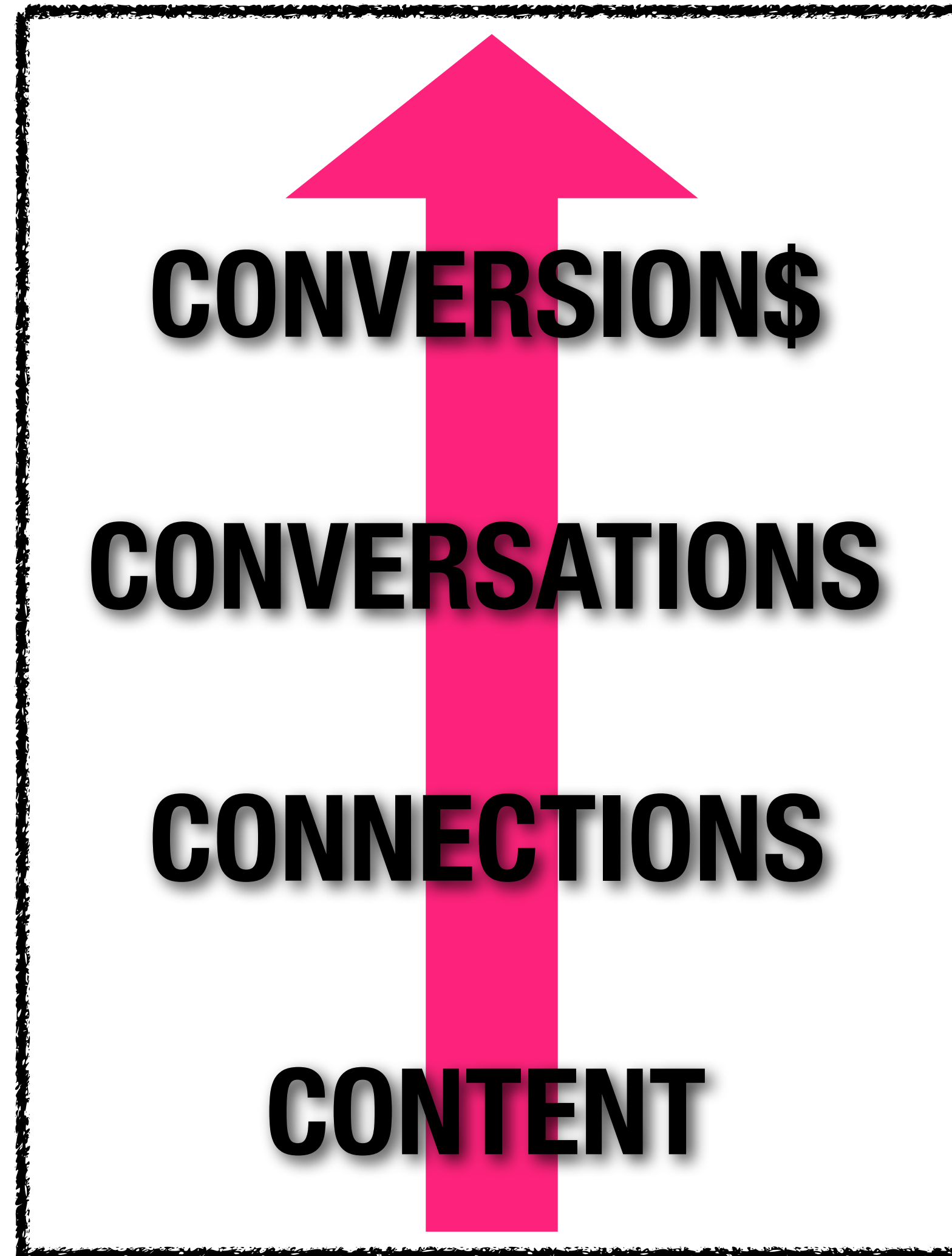


2.

STARTS C21 SALES CONVERSATIONS



3.





Putting Employee Engagement at the heart of our business

Published on February 19, 2018



Laura

✓ Following

Head of Human Resources with passion for creating standout w...

1 article



112



20



16

92% of our employees say that they would recommend as a Great Place to Work – that doesn't just come by chance.

FORRESTER®

Predictions 2018

A year of reckoning



whitepapers.com.au

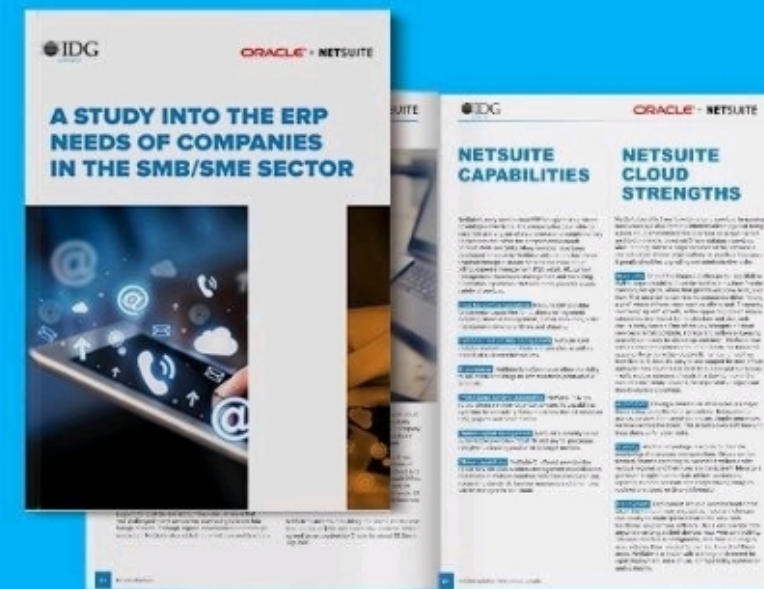
Promoted



ERP software enables SMBs to access technology and power that was previously exclusive to large enterprises. Download our whitepaper to learn about... see more

A STUDY INTO THE ERP NEEDS OF COMPANIES IN THE SMB/SME SECTOR

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FREE webinar

BUILDING INFLUENTIAL LEADERS

UNLOCKING THE THINKING & PROFILE
YOUR BEST PEOPLE NEED TO SUCCEED

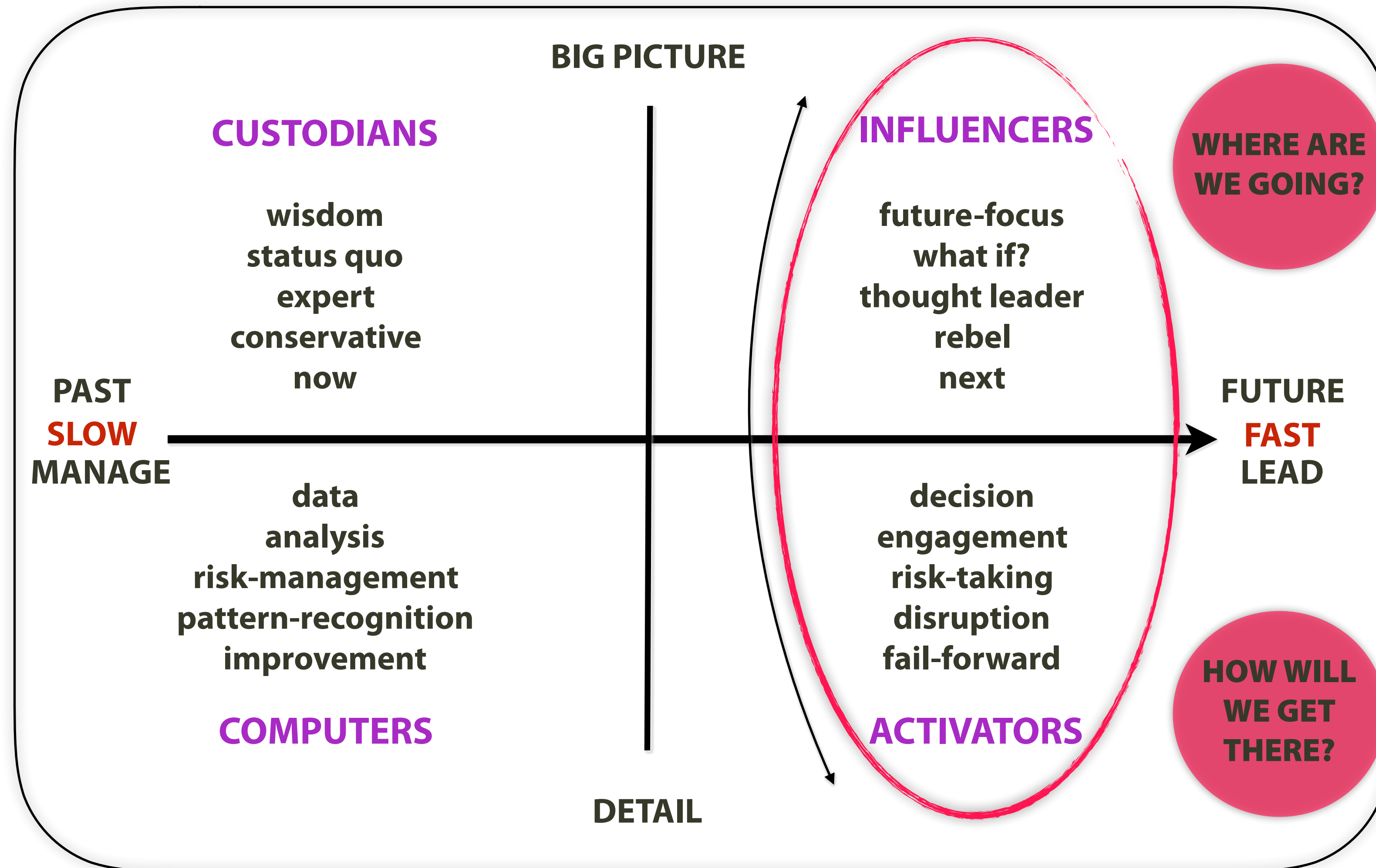
Tuesday 27 March 2018 10.00am AEDT

REGISTER FOR YOUR FREE PLACE HERE



**BUILDING YOUR
INFLUENCE IS A
DELIBERATE
CHOICE**

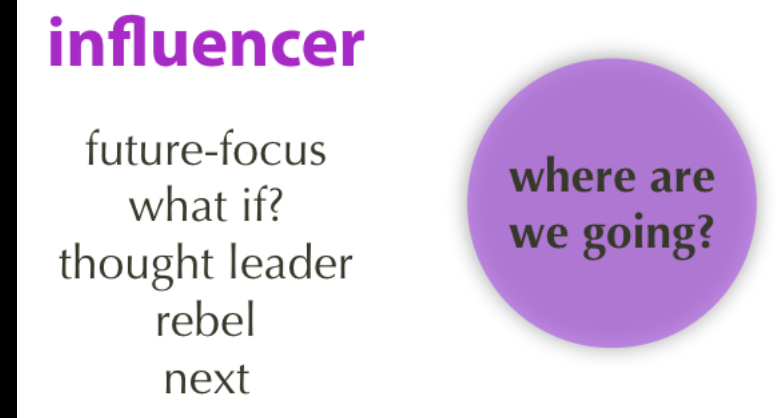
ARE YOU PLAYING IN THE RIGHT SPACE?



WHERE ARE YOU PLAYING?

WHAT CAN YOU DO?

INFLUENCER



- 1. Write a blog**
- 2. Author a white paper**
- 3. Speak at internal forum (or create one)**
- 4. Speak at industry event**
- 5. Facilitate a future vision event**

ACTIVATOR

activator

decision
engagement
risk-taking
disruption
fail-forward

how will
we get
there?

1. Start a new 'future' project
2. Run a 'Self-Disrupt' event
3. Mentor your team
4. Discuss attitudes to failure
5. Have the tough conversations

2 POSSIBLE FUTURES

STATUS QUO

IRRELEVANT

ANALOGUE

OLD

TIRED

COMMODITISED \$

FEW CHOICES

UNCERTAINTY

INFLUENCER

CONNECTED

DIGITAL

SMART

ENERGISED

PREMIUM \$\$\$

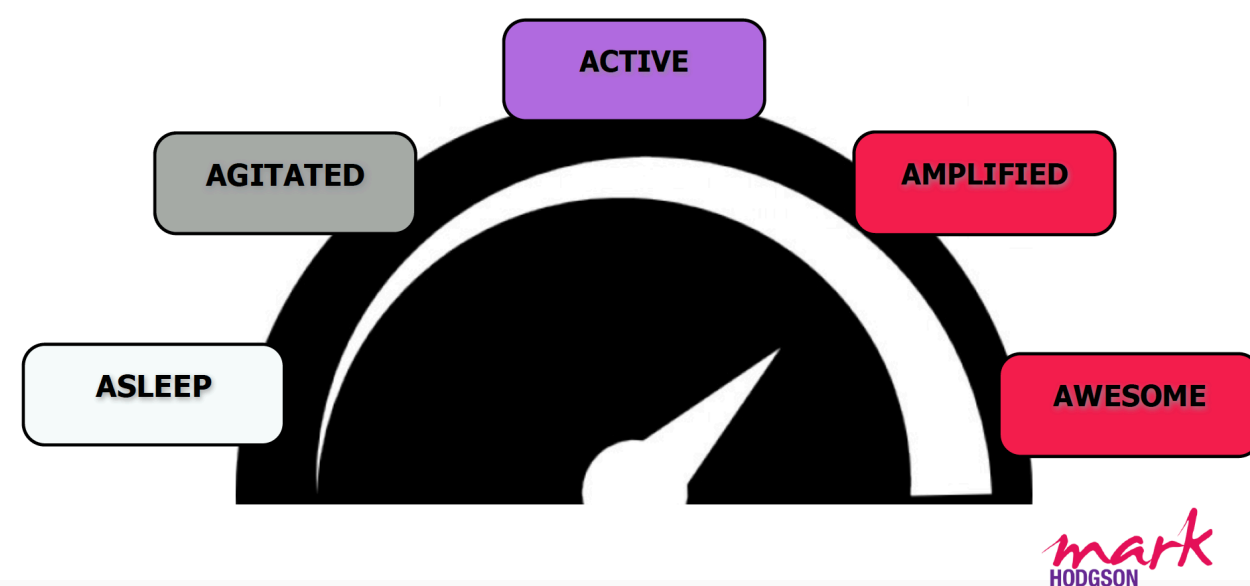
MANY CHOICES

HAPPINESS

TAKE MY FREE INFLUENCER TEST



DIALLING UP YOUR INFLUENCE



Learn where you are on the INFLUENCER DIAL
Receive your FREE PERSONALISED REPORT

**4. Aligning your
team around a 3
year Business/
Brand vision**

**IS YOUR TEAM
ALIGNED AROUND
A CLEAR
MESSAGE?**

SETTING YOUR

VISION



V

U

C

A

VOLATILE

UNCERTAIN

COMPLEX

AMBIGUOUS

KOTTER'S 8 STAGE PROCESS TO STRATEGIC CHANGE

- Establish a sense of urgency
- Create the guiding coalition
- Develop a vision and a strategy
- Communicate the change vision
- Empower employees for broad-based action
- Generate short-term wins
- Consolidate gains and produce more change
- Anchor new approaches in the culture

DATELINE JULY 2022

WRITE THE FINAL CHAPTER FIRST

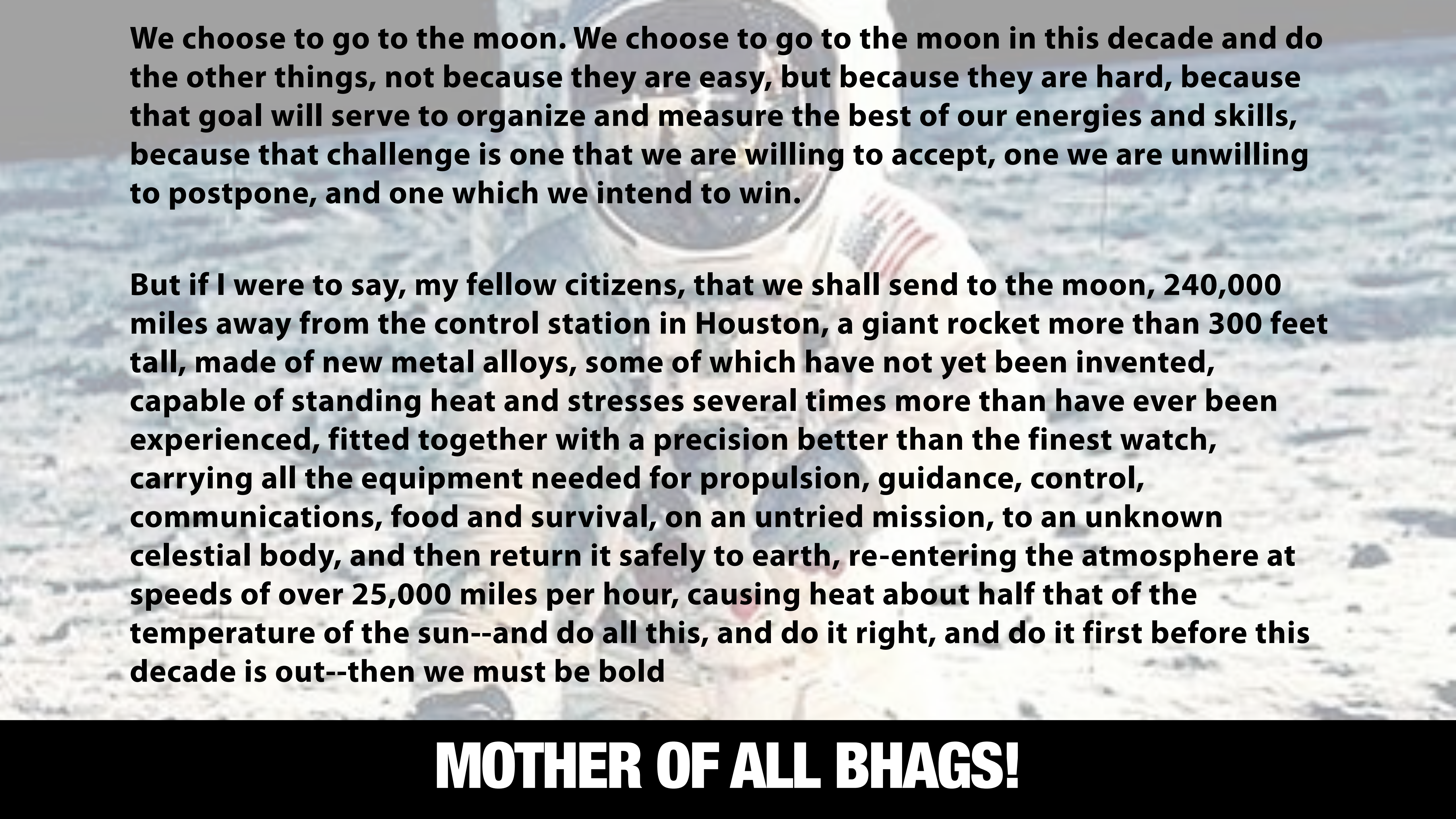
“By writing the final chapter first you create a destination, a guiding star that gives you a unique kind of certainty that whatever challenges and circumstances you meet, however far you get blown off course, you will always know what direction to take next”

Mike Harris

THE POWER OF BIG HAIRY AUDACIOUS GOALS

“A BHAG is a clear and compelling vision and serves as a unifying focal point of effort ... It energizes people. It reaches out and grabs them in the gut. It is tangible, energizing and highly focused”

Jim Collins

A background image of an astronaut in a white space suit with a NASA patch on the chest, floating in space. The astronaut's helmet is visible, and the background is a bright, hazy blue and white, suggesting the Earth's atmosphere or a bright light source.

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win.

But if I were to say, my fellow citizens, that we shall send to the moon, 240,000 miles away from the control station in Houston, a giant rocket more than 300 feet tall, made of new metal alloys, some of which have not yet been invented, capable of standing heat and stresses several times more than have ever been experienced, fitted together with a precision better than the finest watch, carrying all the equipment needed for propulsion, guidance, control, communications, food and survival, on an untried mission, to an unknown celestial body, and then return it safely to earth, re-entering the atmosphere at speeds of over 25,000 miles per hour, causing heat about half that of the temperature of the sun--and do all this, and do it right, and do it first before this decade is out--then we must be bold

MOTHER OF ALL BHAGS!

YOUR FINAL CHAPTER...

- Is about what we've achieved in 3 years and how we went about it
- Doesn't need to have detailed financials
- Our accomplishments should fall well outside of what we know how to do today
- Should be clear, self-explanatory, bold and exciting to you and your collaborators (not necessarily outsiders)
- Not a bland motherhood aspiration

Dateline: 30 June 2018

ABC CO is a market-leading player in the Australian Employment and Education sectors. Headquartered in Sydney in contemporary facilities, we have satellite offices in 3 other cities and also operate in several international markets. Our 120+ staff have achieved revenues of \$AU25m+ through rapid growth and one major acquisition. We deliver a profit margin of 30%. We are technologically agile and future-focused.

Our customers value our deep market understanding, excellent ROI and outstanding levels of customer service. They love that we 'get' both their technology and commercial needs. Our relationships are deep. We are seen as thought leaders and innovators. We obsess on measuring customer satisfaction.

Our products are intuitive, powerful and attractively designed. We are a leading Agile developer and have advanced CRM capability. We offer the leading Employment Services platform and enjoy 30% market share in the sector. Our fast-growing Education platform is configurable for international markets. We have a 70% market share in GTO/Labour Hire. We automate intelligently. Our products are customer-configurable and our on-boarding and deployment processes are streamlined.

Our people are self-starting, smart and curious. We are an employee-of-choice and a BRW Top 50 place to work. We are commercially-focused yet always conscious of our greater responsibility - to help improve the lives of students and job-seekers through our innovative and accessible software solutions.

ABC Co

CREATING YOUR FINAL CHAPTER

OVER-ARCHING VISION –

Where will ABC Co be in 3 years time?

How will we be described by our customers and the market?

What is our value proposition that distinguishes us?

What is the single most compelling reasons that customers buy from us?

PERFORMANCE

What will we have achieved as a business?

What market share will we have?

How much profit?

How many people?

What products and services will we offer?

RESOURCES

What human capital capabilities will we have developed?

What is the culture of our business?

Why do people want to work for ABC Co?

How do we attract the best talent?

What technology will we need?

INTELLIGENT INSIGHTS

What are the 5 major challenges we will have to overcome?

MEASURES

What do we need to measure?

1. OVER-ARCHING VISION

1. OVER-ARCHING VISION –

A. Where will ABC Co be in 3 years time?

\$25m revenue through organic growth and 1 major acquisition

International footprint

3 Australian offices

Established player in both the Employment and Education sectors

Headquartered in Sydney in contemporary offices

A BRW 'Top 50 place to work'

Helping to improve the lives of students and job seekers through innovative software solutions

B. How will we be described by our customers and the market?

Industry thought leaders

Market leaders

Offering excellent ROI

Outstanding customer service

Great people and Deep relationships

Technology-focused: commercially-aware

1. OVER-ARCHING VISION

1. OVER-ARCHING VISION –

C. What is our value proposition that distinguishes us?

Technological agility

Future-focused

Flexible and Easy to use

D. What is the single most compelling reasons that customers buy from us?

Intuitive, powerful and attractively-designed software

Trusted relationships with talented people

Deep market expertise

2. PERFORMANCE

2. PERFORMANCE –

A. What will we have achieved as a business?

Strong employer brand
Leading Agile developer
Advanced CRM capability

B. What market share will we have?

VET/Employment 30%
GTO/Labour Hire 70%

C. How much profit?

30% margin

D. How many people?

120+FTE

E. What products and services will we offer?

Leading Employment Services platform and applications
Education platform - configurable for international markets
Platforms are easy for customers to self-configure

3. RESOURCES

3. RESOURCES

A. What human capital capabilities will we have developed?

Our people are:

Self-directing

Motivated, smart and curious

Both customer-focused and commercially attuned

B. What technology will we need?

Enhanced capability to measure what matters

Streamlined on-boarding and deployment processes

Fault-tolerant architecture

Focus on automation

4. MEASURES

4. MEASURES

A. What do we need to measure?

Employee satisfaction

Customer satisfaction

Project viability and profitability per customer

5. INTELLIGENT INSIGHTS

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Create an 'Intelligent Insights' by developing a list of all the reasons your vision will not work (and turn these into objectives)

What are the 5 major challenges we will have to overcome?

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