



“Brand You”

Philip Atkinson



Brand You

- Self exploration & Motivation
- Assessing others and objections
- Using some ideas on effective communication to project self



Brands

- Diageo
- M&S
- Lego
- Volkswagen
- Mercedes
- General Electric
- Coca Cola
- Disney
- Virgin
- CIM



Brand You

- You are the 'Brand Identity
- You leave a personal signature
- Know your personal SWOT
- Read others to anticipate objections
- What do others receive?



Step 1: What is Your Brand?

- Identity
- Beliefs
- Values
- Behaviour
- Skills
- Environment



Brand You - Questions

Identity – Who am I and what I am here to be, do and have?

Beliefs – What do I believe about the world and do my beliefs support or hinder my ID?

Values – Are my values reflected in my Beliefs and behaviours

Behaviours – what are my core behaviours that support my ID and beliefs?

Skills – What skills will support to become who and what I want to be.

Environment – How can I manage things in my environment to support the above?



What do others Receive?

- Words and attitude
- Tonality
- Physiology and posture
- Conscious
- Take a look in the mirror



Step 2: How to Prepare your influencing Strategy

- Be 'water tight'
- Inoculate
- 'Know self'
- Identify 'hot' and 'cold' buttons
- Flexible delivery



Step 3: The Process

- Complete Profile
- Explanation
- Application
- Review & Feedback



Energy

- **Extrovert**

- People & Things
- Many relationships
- Speak then reflect
- Socially skilled
- Short attention

- **Introvert**

- Concepts and Ideas
- Selective relationships
- Reflect then speak
- Introspective
- Long attention



Perception

- **Sensing**

- Five senses
- Concrete & Tangible
- Objective
- Sequential & Method
- Present
- Small chunks

- **iNtuition**

- 'Gut'
- Imaginative
- Subjective
- Random patterns
- Future
- Big chunks



Decisions

- **Thinking**

- Impersonal
- Logical
- Task priority
- People 'out'
- IQ

- **Feeling**

- Personal
- Values
- People priority
- People 'in'
- EQ



Life Style

- **Judging**

- Closure
- Ordered
- Impatient
- Bottom Line
- Speed
- Lists and targets

- **Perceiving**

- Open
- Spontaneous
- Patient
- Holistic
- Flexible
- Casual



Step 4: Application

- Use this approach successfully when.....
 - Meeting people for the first time
 - Work with others unlike us or who resist
 - Critical that we influence others



Summary Introvert or Extrovert

- Sequence: 'talking and thinking'
- Focus: People or Things
- Body Language
- Time Preference – People or Plans



Summary Sensing or Intuitive

- View: Details or Big Picture?
- Preference: Data or Opinions?
- Evaluate: 'Road Map' or 'Just Know'?
- Action Steps: 'ordered sequence' or 'big chunks'?



Summary: Thinking or Feeling

- Preferences for evaluating decisions?
- Sequence of logic and emotion
- Decisions: 'personal values' or 'logical analysis'



Summary: Judging or Perceptive

- Organising the project?
- Structure or flexibility?
- Review decisions?
- Impatient or Patient?



Selling Self to Others

- Plan - objections
- Know self
- Listen and cues
- Gain rapport
- Look for 'hot' and 'cold'
- Address objections 100%



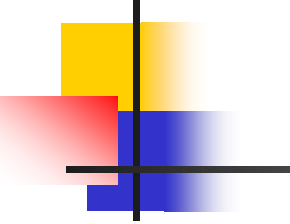
Selling to the Brain

- Reptilian – Instant **DECIDES**
- Limbic – Emotion **FEELS**
- Neo Cortex – Reason **THINKS**



Stimuli for Selling You

- Objections & Benefits
- Focused on OTHER
- Contrast
- Tangible
- Beginning & End
- Visual
- Emotion



Objectives & Benefits	Prewrite – create critical objections, rehearse
Focused on Other	Self centred WIIFM
Contrast	Before after, this month, next month, gap analysis
Tangible	Proven gains vs. competition
Beginning & End	Staged, sequenced building commitment
Visual	Stimuli, pictures of before and after, imagination
Emotional	Live it, breath it, use VAKD



Decisions: Shaping Your Destiny

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