



# "Brand You"

Philip Atkinson



# Brands

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- Diageo
- M&S
- Lego
- Volkswagen
- Mercedes
- General Electric
- Coca Cola
- Disney
- British Airways



# Brand You

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



# Step 1: What is Your Brand?

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- Identity
- Beliefs
- Values
- Behaviour
- Skills



# Brand You - Questions

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**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?

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



## Step 2: How to Prepare your influencing Strategy

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- Be 'water tight' with proposals
- 'Know self'
- Identify 'hot' and 'cold' buttons in others
- Flexible delivery



## Step 3: The Process

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- Complete Profile
- Explanation
- Application
- Review & Feedback



# Energy

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- **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

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- **Sensing**

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

- **iNtuition**

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



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- **Sensing**

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# Decisions

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- **Thinking**

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

- **Feeling**

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



# Life Style

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- **Judging**

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

- **Perceiving**

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



## Step 4: Application

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- 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

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



# Summary Sensing or Intuitive

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- 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

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



# Summary: Judging or Perceptive

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

# Philip Atkinson



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