



10th Annual Conference
6th - 8th May 2010
Robinson Executive Centre Wyboston MK44 3AL
www.theabp.org.uk



Developing your Personal Brand

David Royston-Lee

You already have a brand

“A brand is what people say about you when you are not in the room.”

Jeff Bezos, Founder & CEO, Amazon



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How do you use Your Brand to stand out from the crowd?



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How do you evoke Your Brand?

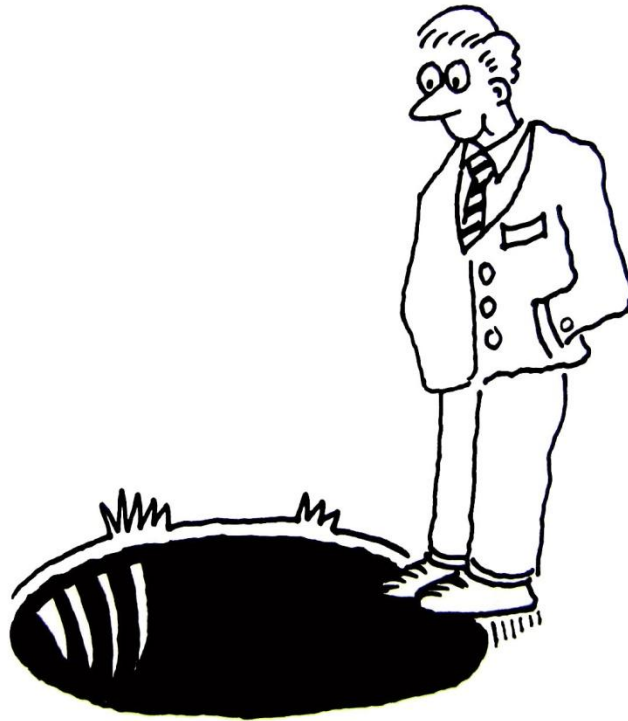
- Understanding the authentic you through
 - Your talents
 - Your values
 - Your purpose
- Use the 3 'Rs'
 - 'reputation', 'reach' and 'recognition'



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Your talents are the bedrock on which your brand is built



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Your talents are the bedrock on which your brand is built

Your talents emerge from childhood onwards

- **First Exercise**

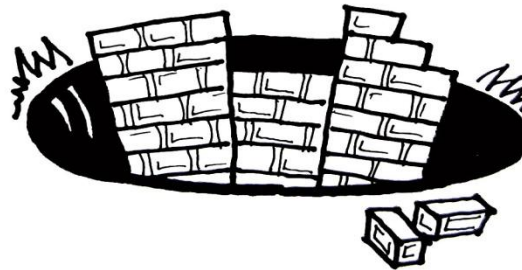
- Identify seven high points in your life
- Choose those which are meaningful for *you*



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Your values are your brand's foundations



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Your values are your brand's foundations

- What you believe is important in your life/work
- **Second Exercise**
 - Write down the names of those you admire most



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Your Brand should have a clear purpose



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Communicate your purpose rather than your job title

“I’m a turnaround guy.”

A CEO who has turned
around 10 companies

“ I’m a corporate storyteller”

A PR Chief Executive



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Identify your purpose

- **Third Exercise**

- Your aunt has left you 1,000 times your annual income.
- You have been granted eternal life... Unfortunately your family and friends have not.
- How are you going to live your life?



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Archetypes can help you create a simple distinctive style

- Used effectively in product branding
- People need a quick way of remembering
- If you fit an archetype you will stand out from the crowd



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Archetypes can help you create a simple distinctive style

- They work (ethically) at the subconscious level, in every culture
- You will attract people who want what you do, in the way that you do it



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Twelve Archetypes

- 1. The Caregiver** Helps and protects from harm
- 2. The Creator** Compelled to create and innovate
- 3. The Explorer** Explores and discovers
- 4. The Hero** Acts courageously to put things right
- 5. The Innocent** Seeks purity, goodness and happiness
- 6. The Jester** Has a good time/ conveys a serious message
- 7. The Lover** Finds and gives love and fosters purity
- 8. The Magician** Seeks to transform situations
- 9. The Ordinary Girl/Guy** OK as he/she is. Connects with others
- 10. The Ruler** Takes control. Creates order out of chaos
- 11. The Outlaw** Rebels and breaks the rules
- 12. The Sage** Helps people to understand their world



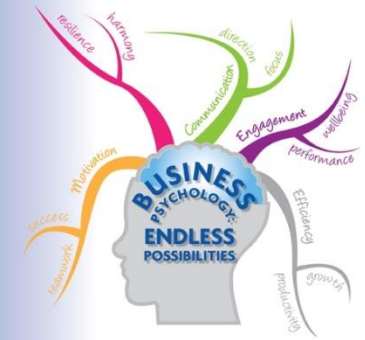
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