

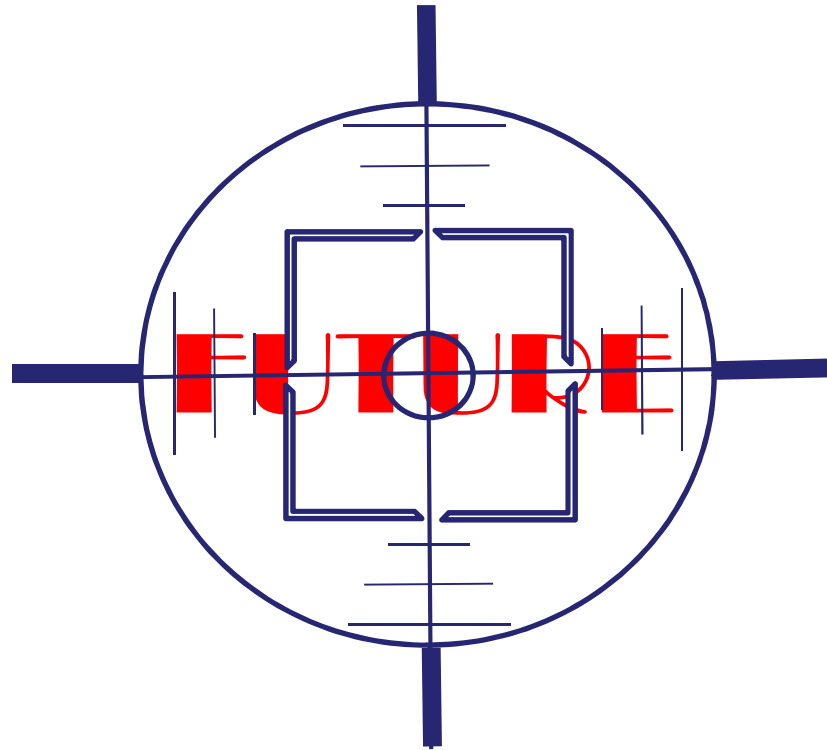
The Strategy of Image

with

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MyValueTree.com

**Image Management
A Personal Branding Experience**





Workshop Purpose

Purpose

To learn the tools of image management

In a way that you can craft your personal branding strategy

So that you can successfully sell “You, Inc.” and realize your desires.

Products

1. Introduction to strategic Image planning
2. Distinguish the difference between *Branding* and *Image Management*
3. Description of your success oriented image
4. Attributes of “You, Inc.’s” image
5. Statement of “You, Inc.’s” branding philosophy
6. Target audiences, current perceptions and messages you must send

Process

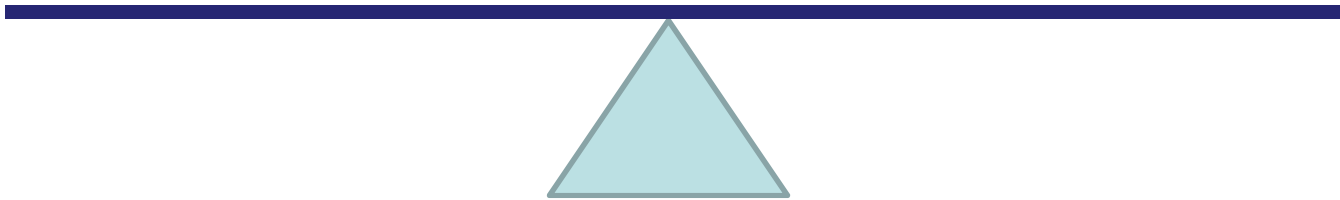
- | | |
|---------------------------|-------------------------|
| 1. Calibrating our scopes | 5. Image Management |
| 2. Culture: Real or ruse | 6. Success affirmations |
| 3. Brand | 7. Victim or Victor |
| 4. STAR POWER | |

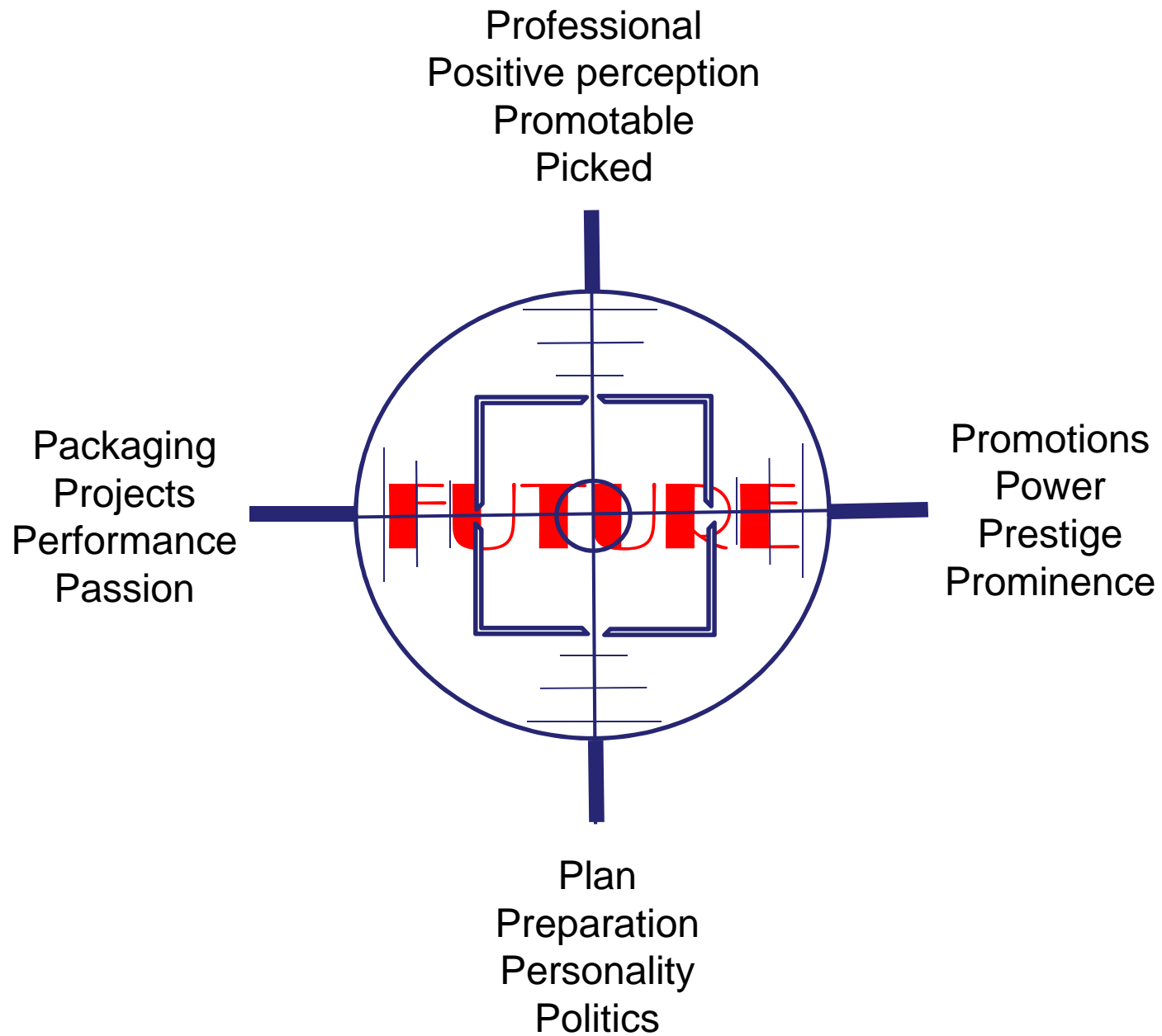
“They” hold the
keys to my future.
“The Claw”

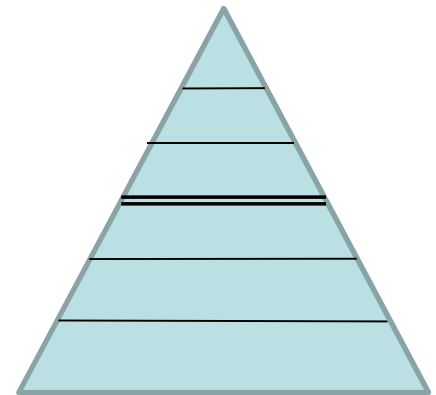
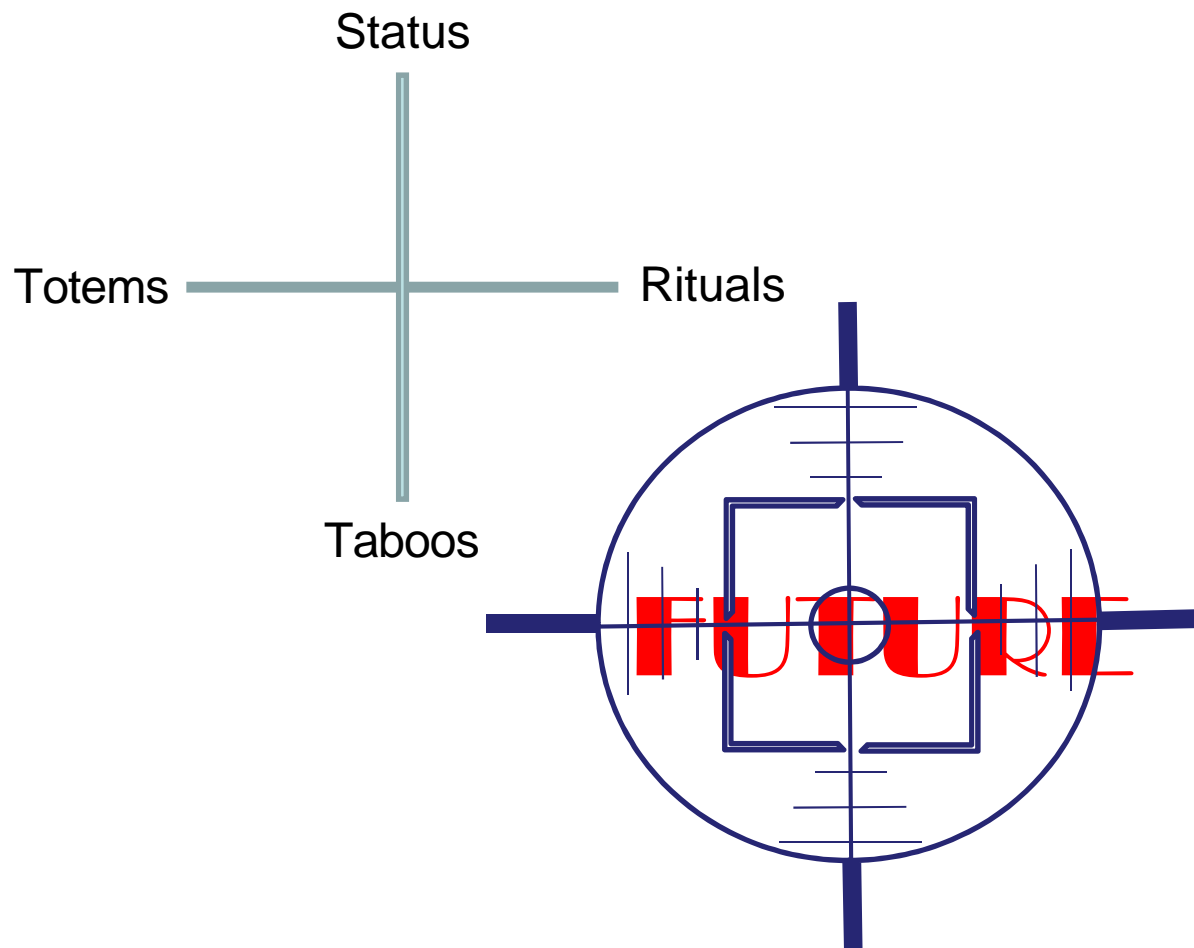
?

control

I hold the
keys to my future.








Cultural Tie-downs



Walk confidently and competently.





Brand YOU !

“Image”

“...a mental representation of anything not actually present to the senses; a picture drawn by the fancy; a conception; idea...to portray, to recollect, to reflect.”

[FlexMan\ImagMgmt\Nike Mostri.mpg](#)



“Brand”

- A sensory stimulus which summarizes an image.
- Webster says “...a mark made by burning with a hot iron to designate ownership, as upon an animal, or upon a container to designate the quality, manufacturer, etc. of the contents.”
- The relationship between the product (company), it's mark and the intended audience.

Think...

Volvo

Ford

Google



IBM

“Brand Equity”

- Brand Equity is the value system and positive (or negative) associations affiliated with the mark and its products /company.

Think...

tylenol

Enron

Firestone

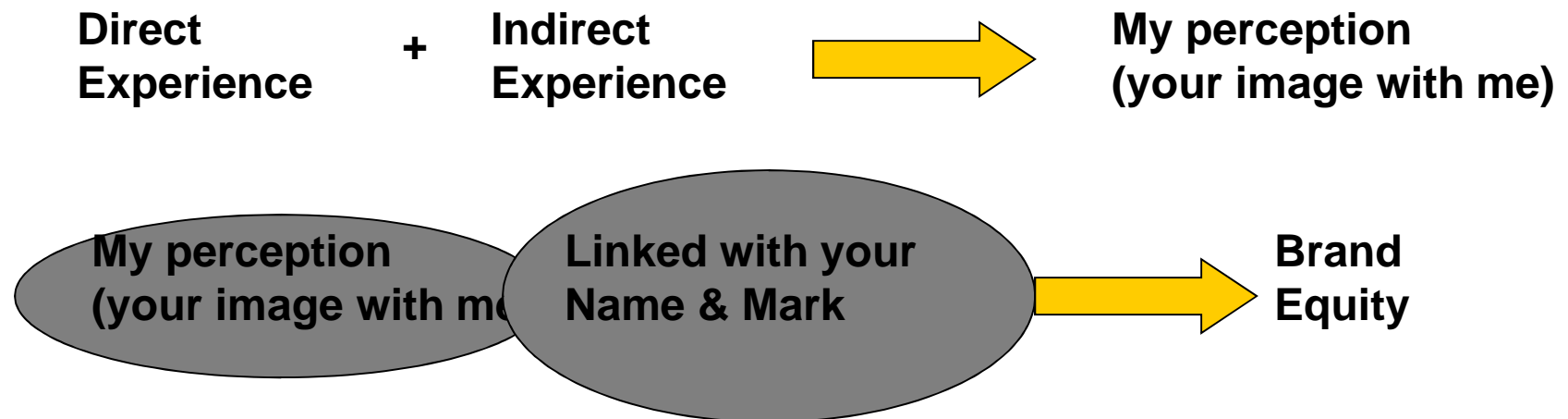
- Brand is not a logo + name. Companies spend a fortune creating logos + names and a *REAL* fortune creating equity over time by associating values with the brand.

Destroying Brand Equity

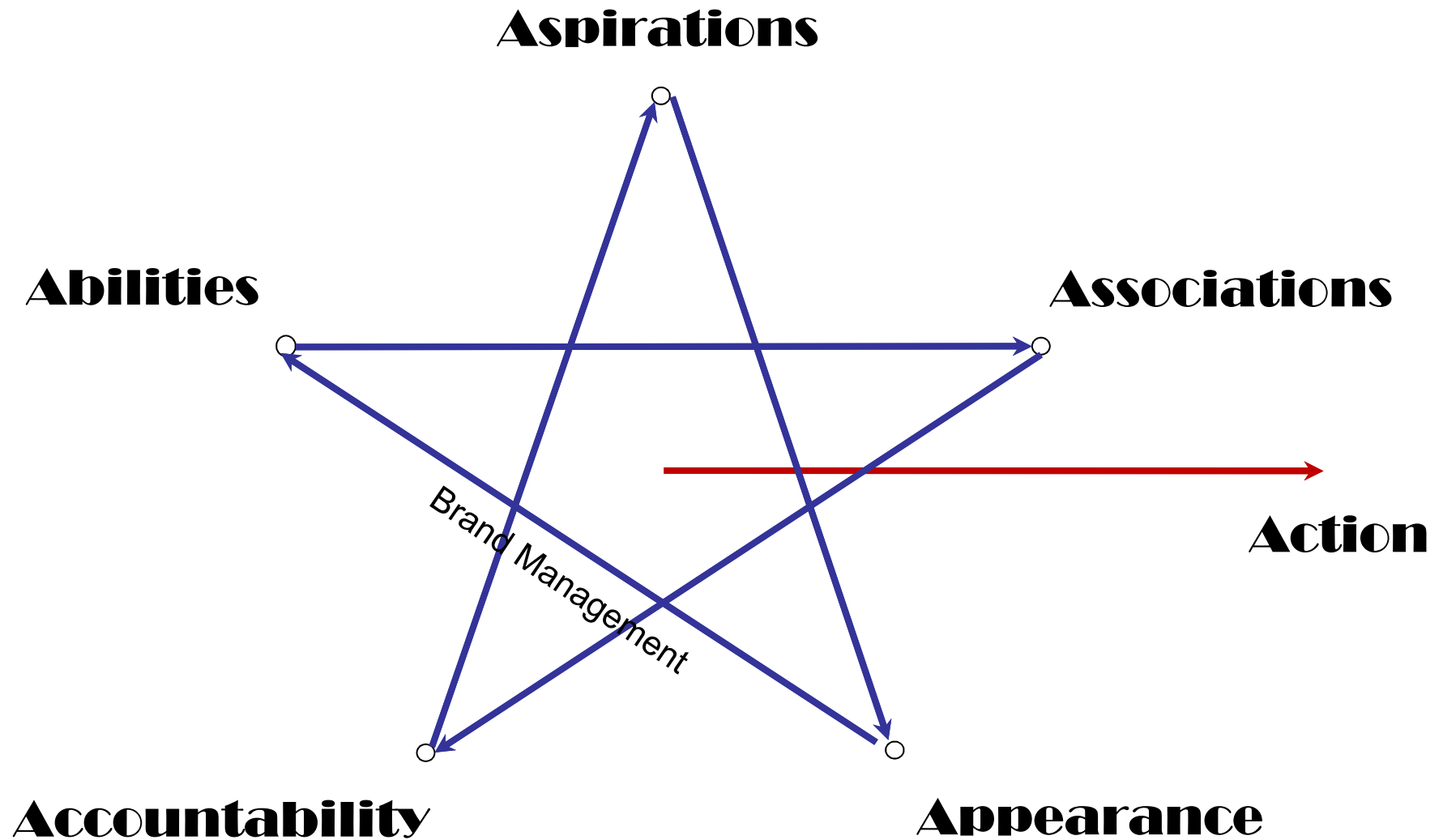


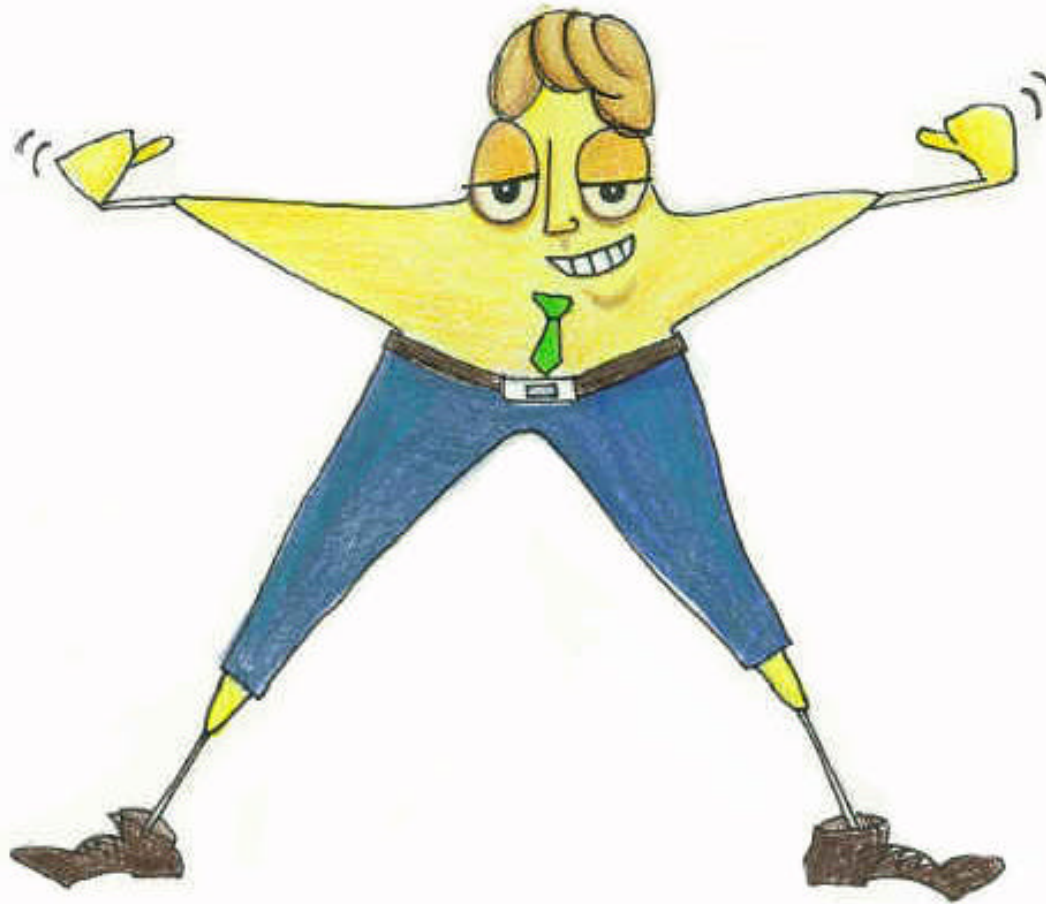
A Branded Customer Experience

- Systematic and disciplined management of the customer's experience.
 - From the time I come in until the time I leave, everything I experience with my senses has been thought through; even my experience when not present.
 - Is my experience definable, repeatable and predictable?



STAR POWER SYSTEM



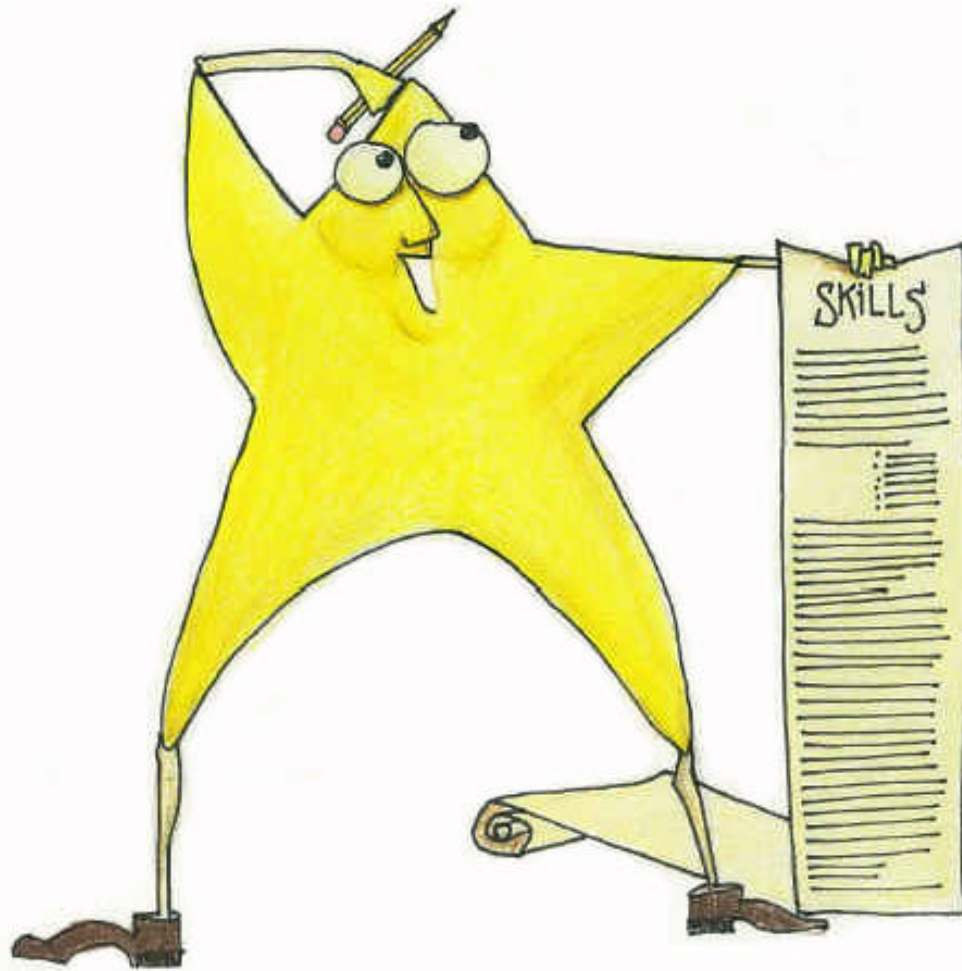


- Giving my name indicates self-esteem
- 4 sec. introduction...name, hand shake, "how do you do?"
- 30 secs. locks in & justifies 1st impression

APPEARANCE

Energy

Have you perceived yourself as a brand?

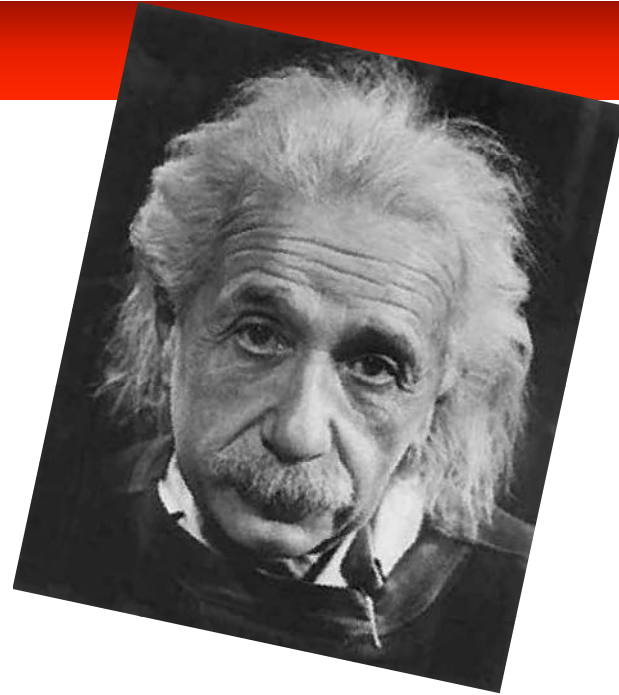


ABILITY

1st Break all the Rules

- Skills
 - Knowledge
 - Talent
-
- Performance
 - Development
 - Positive hallway chatter
 - Creating new value propositions
 - “Brand” recognition

Style + Performance = Brand Recognition



BEHAVIOR ZONES

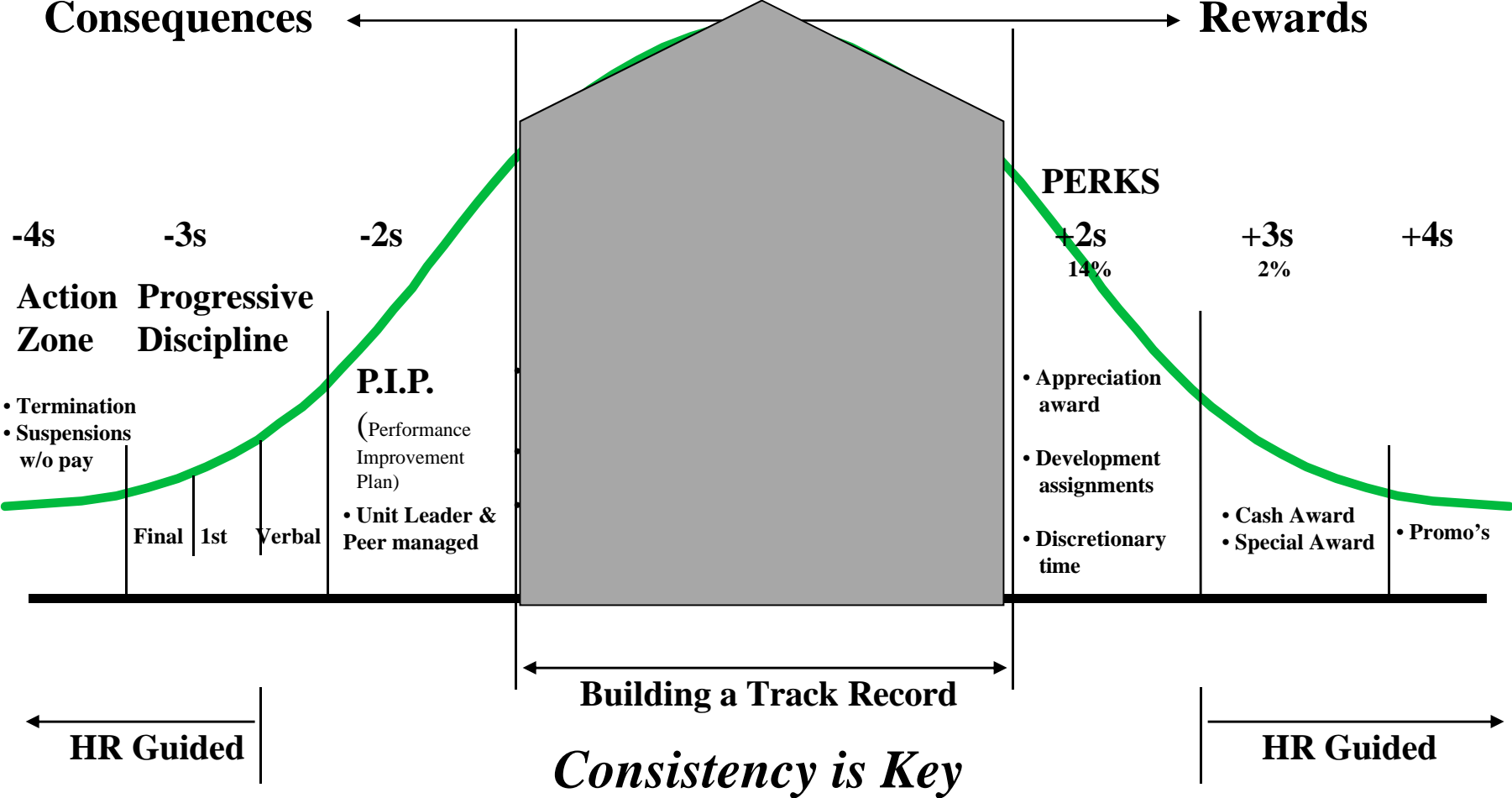


Image that Sells

Key Flow: Image Management

Core Purpose:

To create a shift in perception from current state to desired state
in a way that the targeted audience receives facts, stories and images accurately
 and realistically
so that desired behaviors are experienced.

Core Process:

"Advancing information in the public forum, for the p
 public opinion." Harold Burson

Product:

1. A measurable shift in
 - perception
 - behavior/action
 - opinion
2. End-state perception defined
3. Current-state perception defined
4. Plan/strategy for shifting

Key Beliefs:

1. There is a "window of credibility" between the rat
 mind among every target audience
2. A correlation exists between the "trust-bank" and
3. The window of credibility opens slowly and shuts
4. Image, not explicitly defined by me, will be define
5. Image management is an ongoing effort not a on
6. Image erodes overtime without continual mainte
7. Congruity must exist between image and reality.
8. Without strategy there is no creative (a good idea which does nothing is not a
 good idea).
9. Public opinion/acceptance is everything. With public sentiment nothing can
 fail; without it, nothing can succeed.
10. The molder of public opinion goes deeper than the one who pronounces
 decisions.
11. The public acts on information in its own perceived best interest.
12. Accuracy is paramount.
13. Image management advocates a particular point of view in the public forum.
14. Facts are objective, perception is subjective.
15. People behave emotionally.
16. The target audience owns the decision.

Image Management

| Target Audience | Image Desired | Why? | Metrics of Success | Current Perception | 5-Why's to Root Cause | Messages We Must Send | "Medium" to Send Messages | Actionable Items |
|-----------------|---------------|------|--------------------|--------------------|-----------------------|-----------------------|---------------------------|------------------|
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Image Management

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To create a shift in perception from current state to desired state
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Core Process:

"Advancing information in the public forum, for the purpose of contributing to public opinion." Harold Burson

Product:

1. A measurable shift in
 - perception
 - behavior/action
 - opinion
2. End-state perception defined
3. Current-state perception defined
4. Plan/strategy for shifting

Key Beliefs:

1. There is a "window of credibility" between the rational mind and the emotional mind among every target audience
2. A correlation exists between the "trust-bank" and the "window of credibility."
3. The window of credibility opens slowly and shuts quickly.
4. Image, not explicitly defined by me, will be defined by someone else.
5. Image management is an ongoing effort not a one-time event.
6. Image erodes overtime without continual maintenance.
7. Congruity must exist between image and reality.
8. Without strategy there is no creative (a good idea which does nothing is not a good idea).
9. Public opinion/acceptance is everything. With public sentiment nothing can fail; without it, nothing can succeed.
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Our Work

Image Management

| Target Audience | Image Desired | Why? | Metrics of Success | Current Perception | 5-Why's to Root Cause | Messages We Must Send | "Medium" to Send Messages | Actionable Items |
|-----------------|---------------|------|--------------------|--------------------|-----------------------|-----------------------|---------------------------|------------------|
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The 6 Affirmations of Successful People





- I can describe my picture of 'success.'
- I am the institution for which I work.
- I have mastered projects and deliver results.
- I know my talent, skills and knowledge and apply them to company relevant work.
- I know my professional aspirations.
- I invest energy in my networks, development and opportunities.

- **New England is a contact sport.**
- **New England is not inherited by the meek, it is seized by the bold.**
- **New England is a playground for people with visions and constricting for people who just want “a job.”**
- **You are the captain of your experience in New England.**
- **The essence of a New Englander is “dependable.”**



Expectations

- ✦ Advancing / excelling based on skill capability, aggressiveness and timing.
 - ✦ To increase personal worth through external and internal education.
 - ✦ To increase personal wealth through employee savings program and stock ownership.
 - ✦ To increase personal value by leveraging learnings.
- 
- 



It is all about YOU!

...and your definition of *SUCCESS*





Clearly identified with your profession and clear about your destination



Confused about your talents, desires and opportunities



Shackled by disempowering beliefs



Open to being guided by surprises and opportunities that arrive at your door

So, which person are YOU?



DISTINCT ... OR EXTINCT!

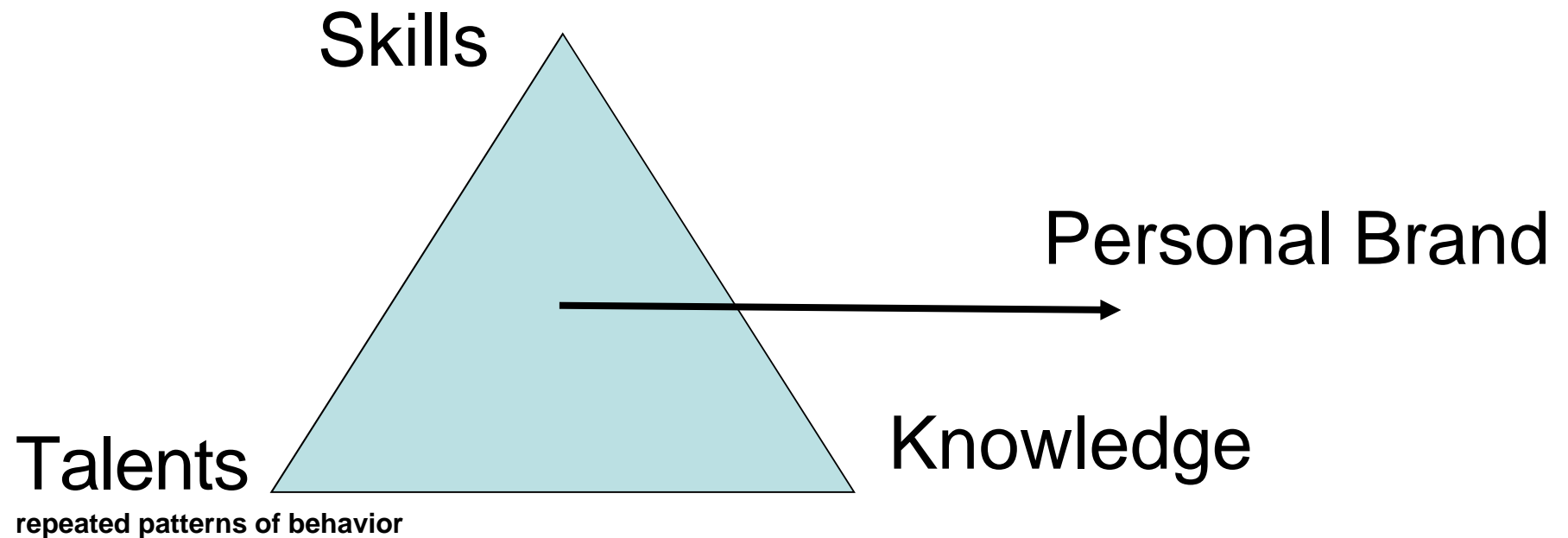
“If there is nothing very special about your work, no matter how hard you apply yourself, you won’t get noticed and that increasingly means you won’t get paid much, either.”

Michael Goldhaber, *Wired*



It all begins with your NATURE.

“Don’t try to put in what was left out, draw out what was left in.” *



* First Break all the Rules

A stack of red chips sits on a green roulette table. A large red 'X' is drawn across the entire image. Overlaid on the center is a white rectangular box containing the text 'LET GO!!!' in a bold, 3D, yellow-to-orange gradient font. The background shows the green felt of the roulette table with yellow grid lines and numbers like 14, 15, 16, 17, 18, 19, 20, and 21 visible.

LET GO!!!

Doctrine of Completed Action

- The *Doctrine of Completed Action* applies when either a manager has assigned a problem to an associate for study, or an associate needs a decision from the manager on a problem that he/she has encountered. The Doctrine was formulated to define a relational process between managers and associates which will produce the most effective results in a fast paced business environment that requires rapid decision-making when managers' availability is limited and demands for their time and attention increasing.
- The Doctrine requires the study of the problem and presentation of a solution, by an associate, in such form that all that remains to be done by the manager is to indicate their approval, or disapproval with rationale, of the recommended action. It requires that the associates define the proposed course of action and that it represents the results of their own best thinking.

The Doctrine of Completed Action

The Associates Responsibility

- When faced with a difficult problem, the inexperienced associate often feels impelled to ask the boss what to do. It seems so much easier to present the problem to the boss and it seems easy for him/her to decide upon a solution. They must resist that impulse and to ensure continued development of problem-solving skills. Writing a memo *to* the boss does not constitute 'Completed Action'. Writing a memo *for* the boss to send to someone else does. Managers have a reporting staff for the very reason that they alone cannot solve all the problems. Each time that an associate presents a solution, instead of a problem, they are demonstrating that they are an asset.
- The 'Completed Action' may be represented to the boss in draft form, but the 'rough draft' must not be used as a device to shift responsibility for formulating the solution to the boss. Do not burden your boss with long explanations, either written or oral. It is your responsibility to study, think, re-study, and re-think until you are convinced you have selected the correct course of action – the best of all available. Then your proposal should be placed before the boss in finished form, so he/she can take action simply by approving it. Usually, the boss will see the logic of your proposal or will develop a trust of your judgment without being conducted through your line of reasoning. He/She will ask for an explanation when he/she feels it is necessary.

The Doctrine of Completed Action

The Associates Responsibility

- When the associate has finished preparing the 'Completed Action' proposal, the final test is this: *If you were the boss, would you be willing to approve the action proposed and stake your professional reputation on its being right?* If the answer is negative, it is not yet 'Completed Action'.
- The *Doctrine of Completed Action* may seem to demand more work from the associate, but they will find that their proposals are more readily accepted and that they can obtain action faster by practicing it. Furthermore, it will enable them to develop and demonstrate the ability to make sound decisions.

The Doctrine of Completed Action

The Managers Responsibility

- The technique for a manager to practice the *Doctrine of Completed Action* is the same as the technique for genuine delegation of responsibility. It requires self-control to refrain from having the associate merely gather and present the facts for a decision. It requires self-restraint to give counsel while insisting that the associate actually make an information based choice of the course of action. If associates are to develop an ability to exercise good judgment, managers must give them the opportunity to make decisions.
- This doctrine does not mean that an associate never consults a manager until they make a final proposal. It is essential to good communications and good administration that there be freedom for discussion of day-to-day problems between managers and associates. The intent of the doctrine is that the associate retain the responsibility for a solution to the problem until he/she has it worked out in finished form, ready for approval. Therefore, in discussing a problem, your emphasis will be on the 'how' of problem solving: how to get necessary facts, what factors should be considered, and how to evaluate the various factors. If the manager does not approve the first proposal, it is essential that it be discussed with the associate how to ensure correct choices in the future.