

# Make yourself visible

Build your personal brand



**Caleb Owino**

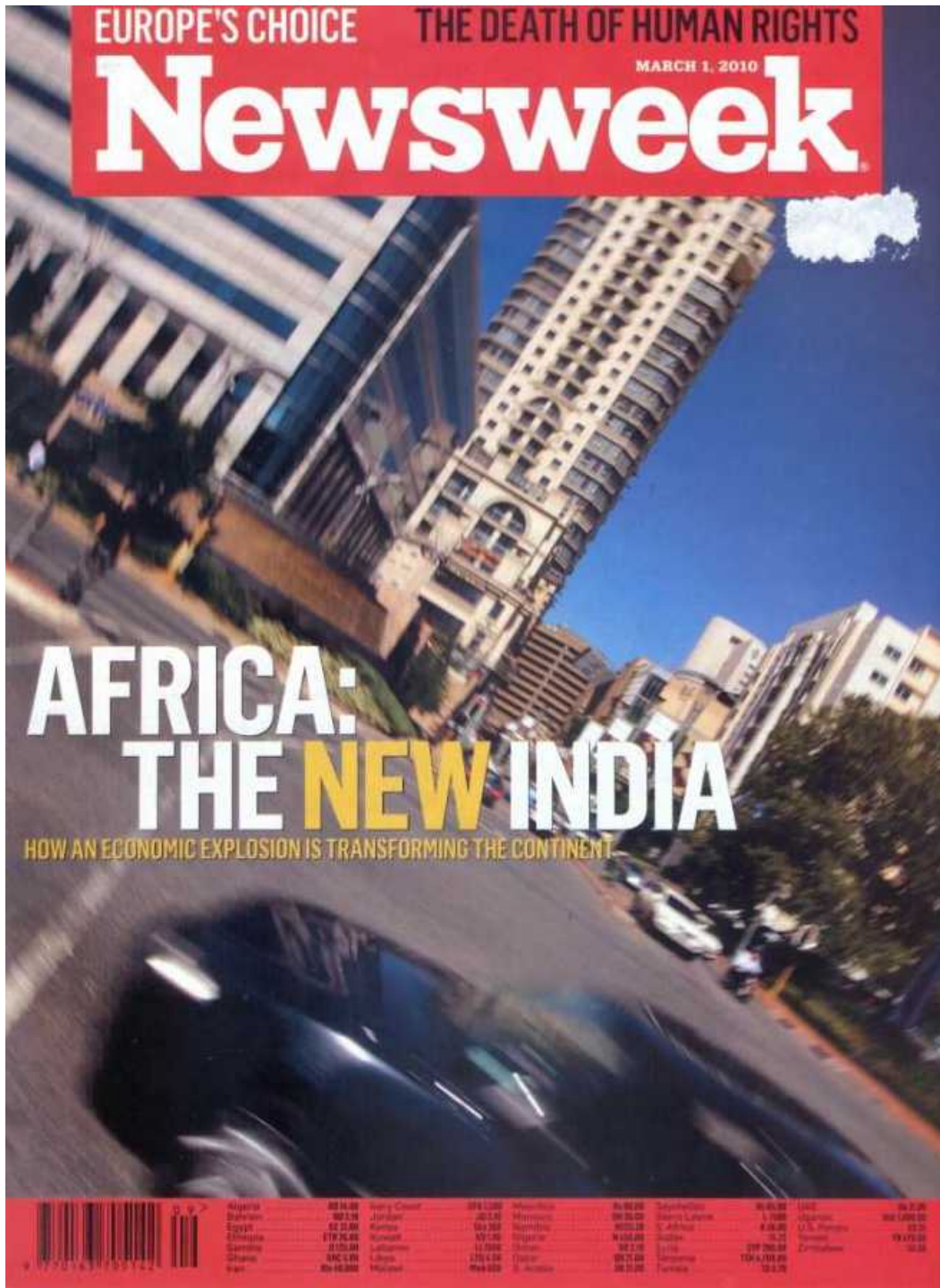
Managing Director fireworks Advertising

■ Garden City Roof top ■ Friday 5th March 2010

f!reworks



the360°network  
virtual.to.real



# This is Africa's Century



I see prosperity...



## 2009: Global recession?



Uganda: What recession?



6.3% GDP  
Growth  
[2009]

Africa's new story is consumption...







f!reworks

The standards are global...



The good old days are gone

Neither downsizing nor  
rightsizing...

Now rationalizing, **who is to blame?**

It's all up  
to **You!**

Who are **YOU?**

What do **YOU**  
want to be?



enjoy the show...



What's in the  
glass?

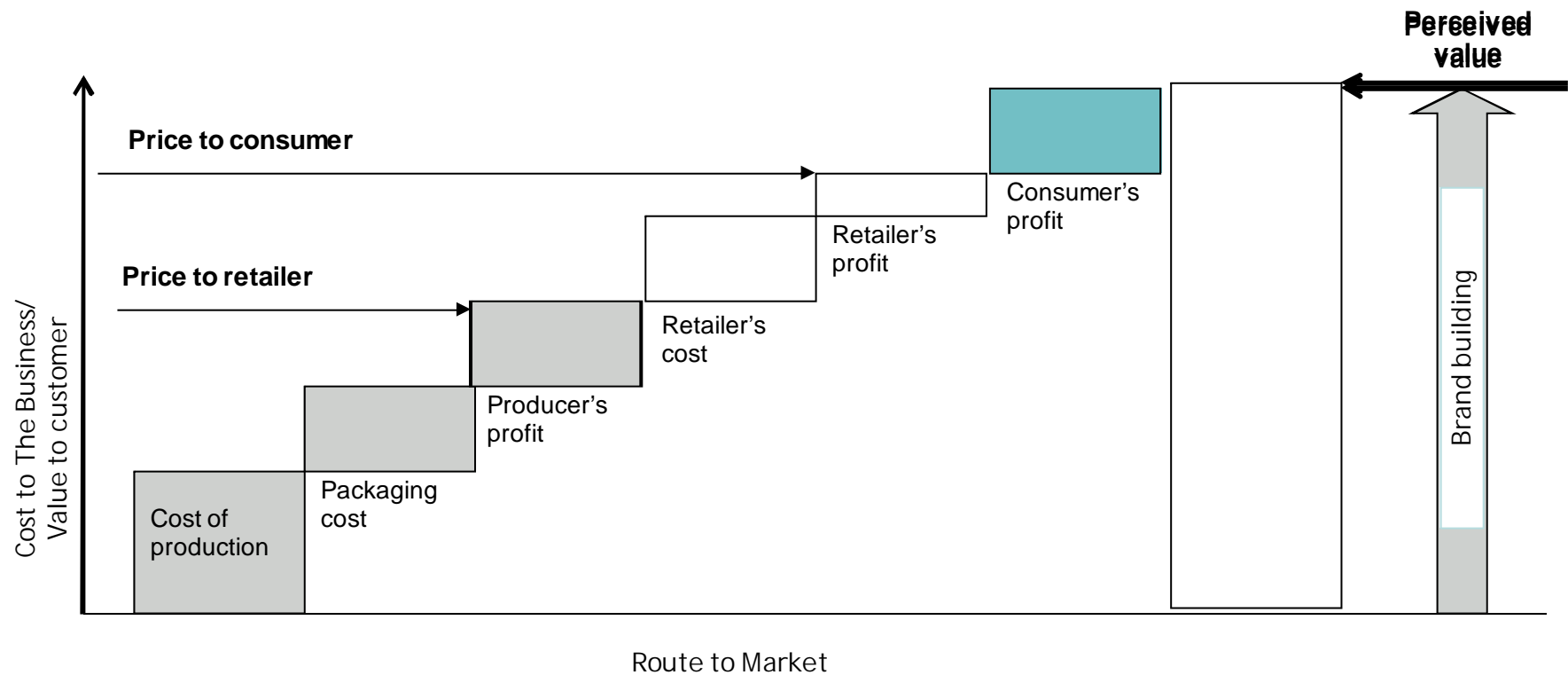


Why branding?



We label  
objects first...  
before filing them

# The job of brand building...



EQUITY: The measure of brand value?

EQUITY [e`kwetee]:

The value (positive or negative)  
that a brand adds to your  
product



A product has strong brand EQUITY when...

It commands a price  
premium over its  
competitors

**NOKIA**  
Connecting People

A product has strong brand EQUITY when...

It evokes  
long term  
loyalty



*"I've always used Colgate since I was a kid"*

A product has strong brand EQUITY when...

It commands  
significant  
market  
share



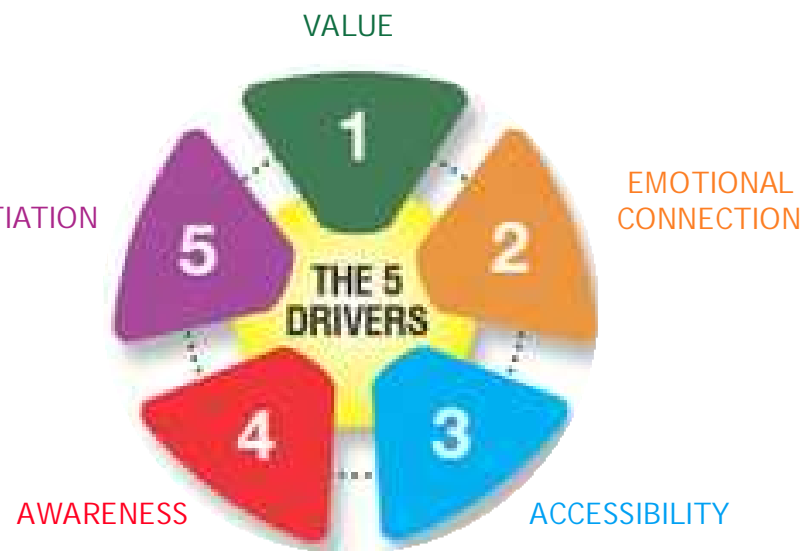
Safaricom has greater share than all its competitors combined

# But what drives brand equity?

Innovation



DIFFERENTIATION







## 1998 – 2010

i-Mac [1998]

i-Pod [2001]

Xserve [2002]

Mac Book Series [2006]

i-Phone [2007]

Mac Book Air [2008]

The Tablet [2010]

How?



Innovation **by innovation!**

Project **by project!**





# There have been some Rotten Apples: The 12 Disastrous failures

Apple Lisa [1983]  
Macintosh Portable [1989]

Apple Newton Message Pad [1993]  
Power Book Duo [1992]

Macintosh Performa [1992]  
e-World [1995]

Pippin [1995]  
Copland OS [1994]

Macintosh Clones [1995]  
Apple USB Mouse [1998]

Power Mac G4 Cube [2000]  
Apple TV [2007]

# Building a personal brand

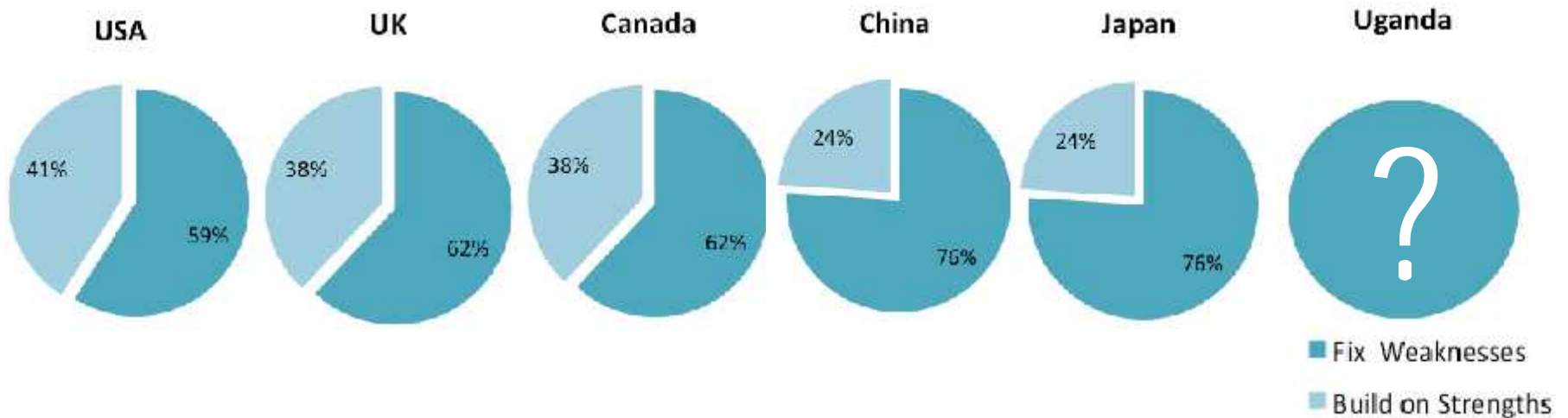
Why  
bother?

To succeed,  
faster!

# What's the secret to personal success?

Fix  
weaknesses?

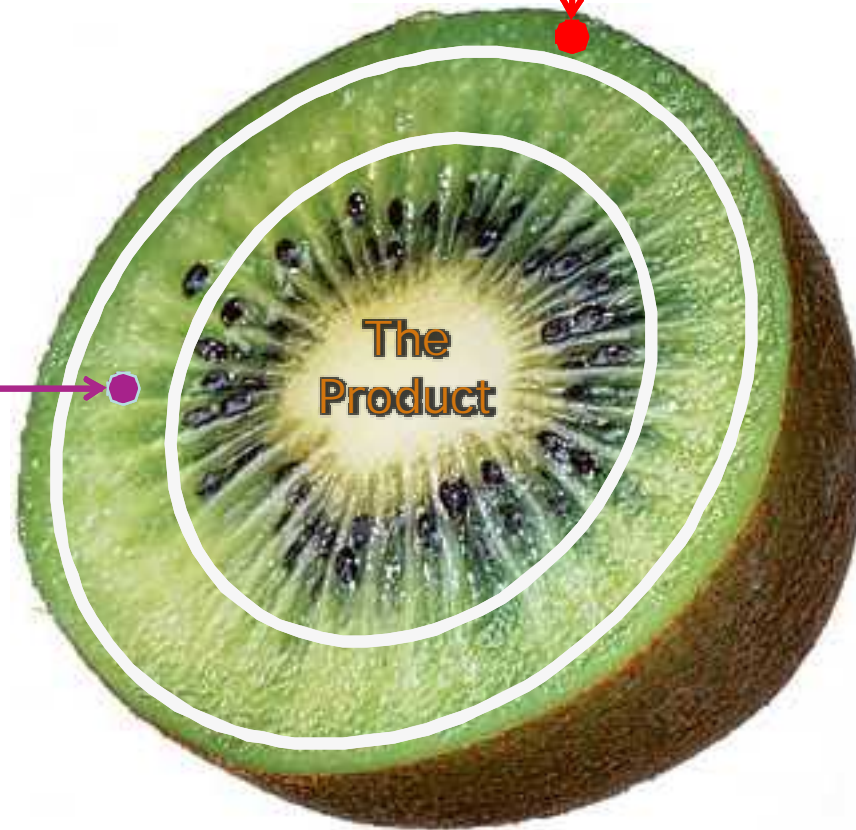
Or build on  
strengths?



Successful brand building,  
starts from  
the core!

The Marketing  
activities

Communication  
activities



You can only  
get out  
what GOD  
put in...

You can never  
put in  
what GOD  
did not!



First,  
discover  
your  
brand!



...then  
build it!



# Bust the myths! #1.



## Myth

Never put your eggs in one basket

## Truth

THERE IS NO SECURITY ON THIS EARTH. ONLY OPPORTUNITY\*

\*Douglas McArthur

# Bust the myths! #2.



## Myth

You will get better if you can fix your weaknesses

## Truth

YOU WILL BE YOUR BEST IF YOU BUILD ON YOUR STRENGTHS

# Bust the myths! #3.



## Myth

A good team member does whatever it takes to help the team

## Truth

A GOOD TEAM MEMBER DELIBERATELY VOLUNTEERS HER STRENGTHS TO THE TEAM MOST OF THE TIME

Know  
your  
strengths!

...seek the  
**SIGN**

...it's your  
**appetite!**

...for  
**success!**

ability



S

I

G

N

Instinct

Growth

Need

Success!

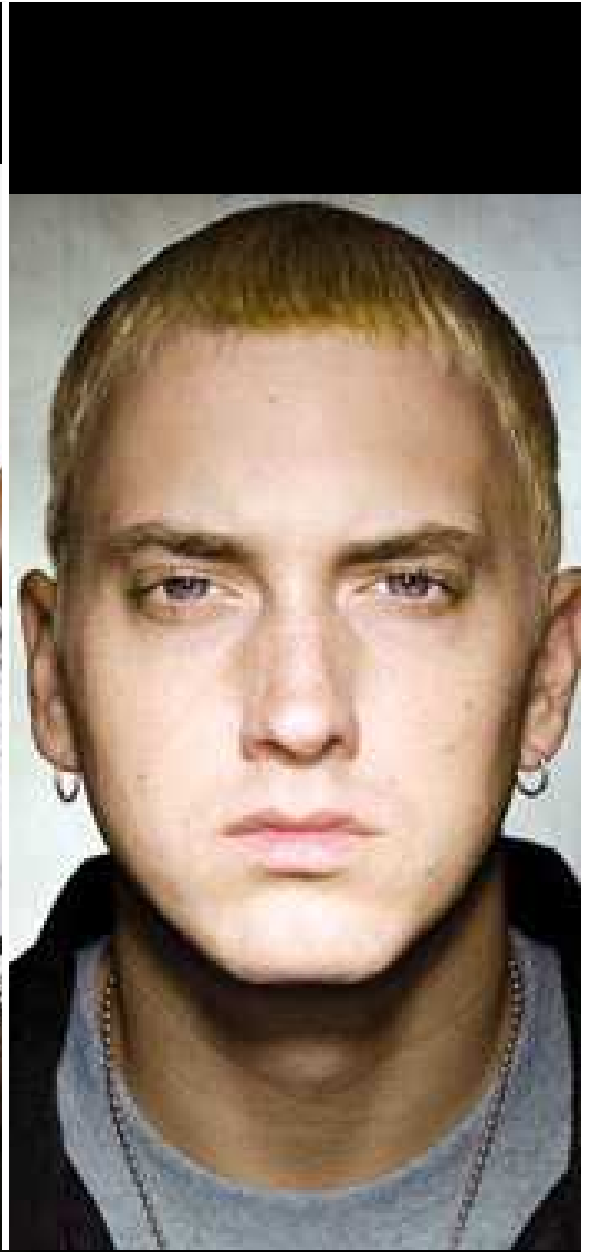


practice



appetite!





What if you are All  
appetite but No ability?



*...hobby*



Manage  
the **5**  
Drivers...

for your  
brand  
equity



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VALUE

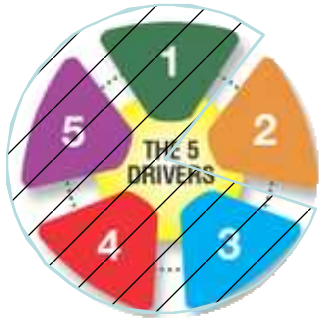
You are your  
**sellable**  
competencies!



**Mastery:**  
What are you  
**good at?**

Do you really have a  
**product?**

Are you growing your  
**product line?**



EMOTIONS

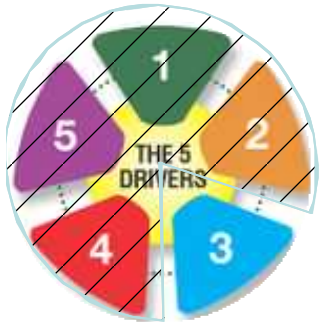
Be a  
**trust mark!**



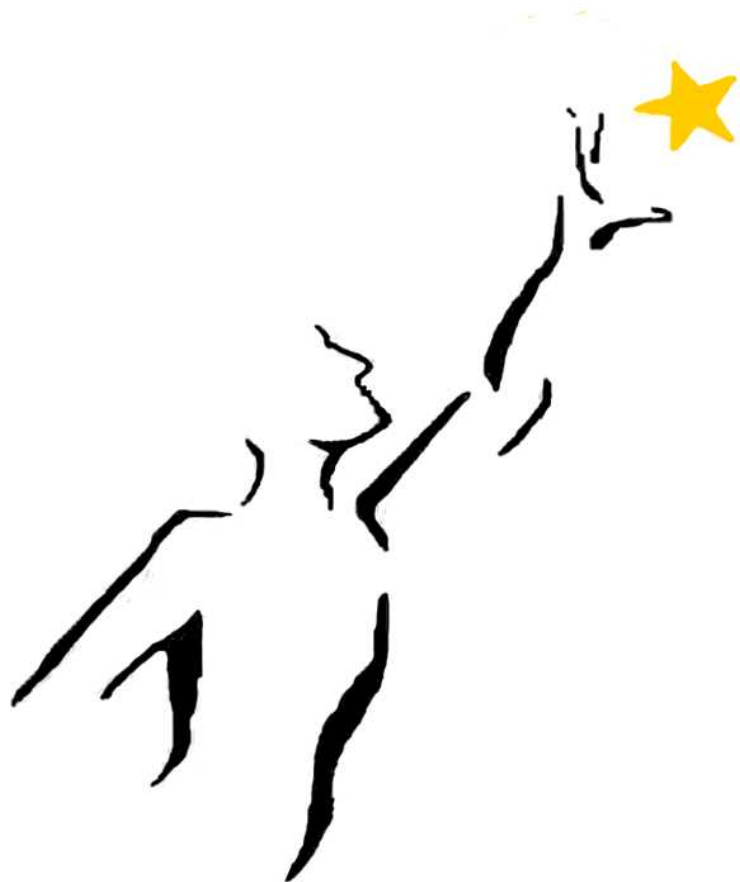
You are a  
**package**

You are your clients  
**choose wisely!**

Identity is your most  
**cherished asset!**



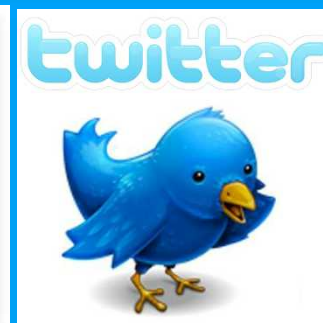
REACH  
OUT

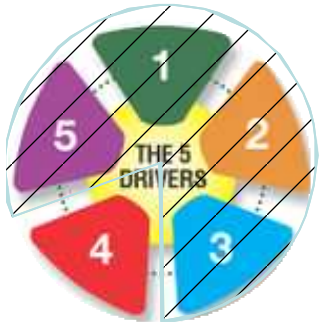


You transcend  
the corporation

Create you own organization  
be a talent scout

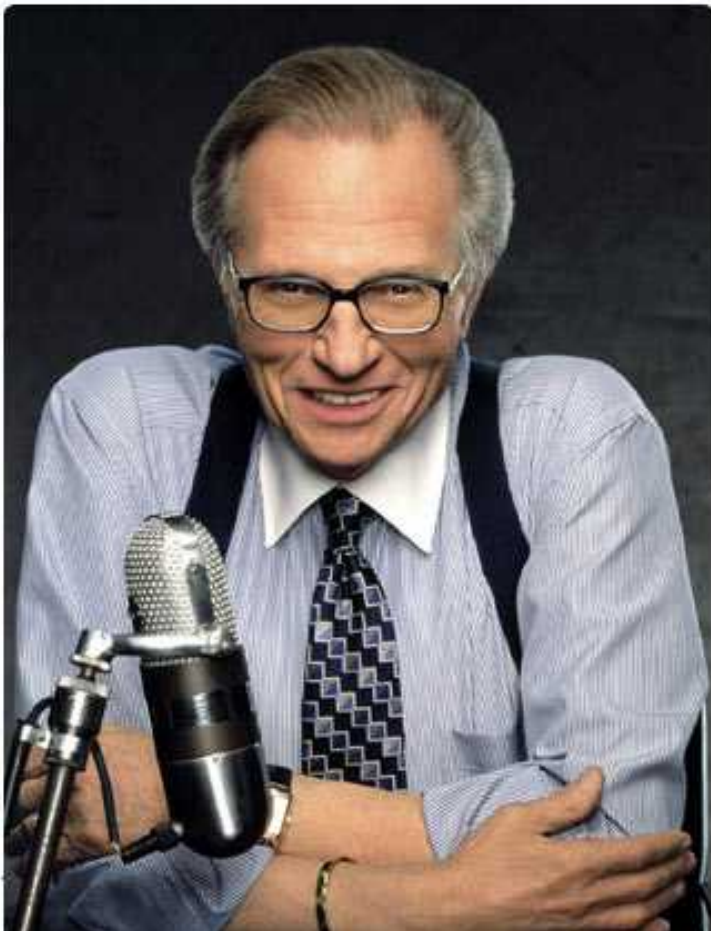
Grow the depth & breadth  
of your network





AWARENESS

You are your  
**PR Agency!**



You are a  
**package**

You are a  
**performance art**

Identity is your most  
**cherished asset!**



AWARENESS



Be known for  
**something people  
care about**

Never open your mouth unless you  
**care, are passionate  
& credible**

Self presentation is  
**a fulltime job**  
embrace the mic



## DIFFERENTIATION







RELEVANT  
DIFFERENTIATION



*Bebe Cool*

# Differentiation costs...



Will pay off if relevant!



Different yes.  
Relevant...?





## RELEVANT DIFFERENTIATION



# Sharpen the saw!

Stay in touch with  
**real people!**

Develop a formal  
**renewal plan:**

1. Which competencies  
have you acquired recently?  
[LAT 3 MONTHS]

2. Which do you plan to  
acquire soon?  
[NEXT 3 MONTHS]



Into action...

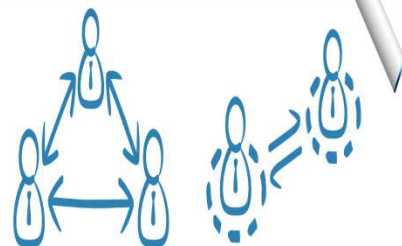
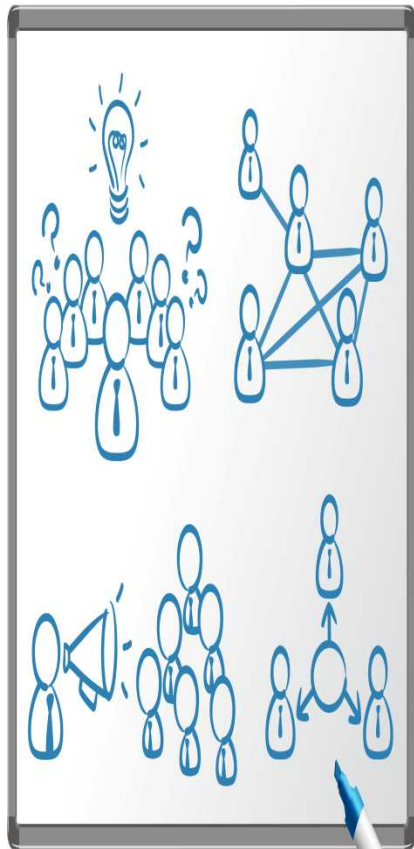


1.  
discover your brand

2.  
build your brand, project  
by project

3.  
turn simple tasks into mega  
projects

4.  
develop a brand plan



Building Your  
brand plan

VISION  
[Reputable  
Sector Leader]



Project 1.

Project 2.

Project 3.

Project 4.

Points of  
leverage

Product

Renewal

Networks

Image

Start making  
financial  
presentations

Learn  
presentation  
skills

Join the Toast  
Masters

Senior  
corporate exec

The Current  
Reality  
[ACCOUNTA  
NT]

# Big ideas









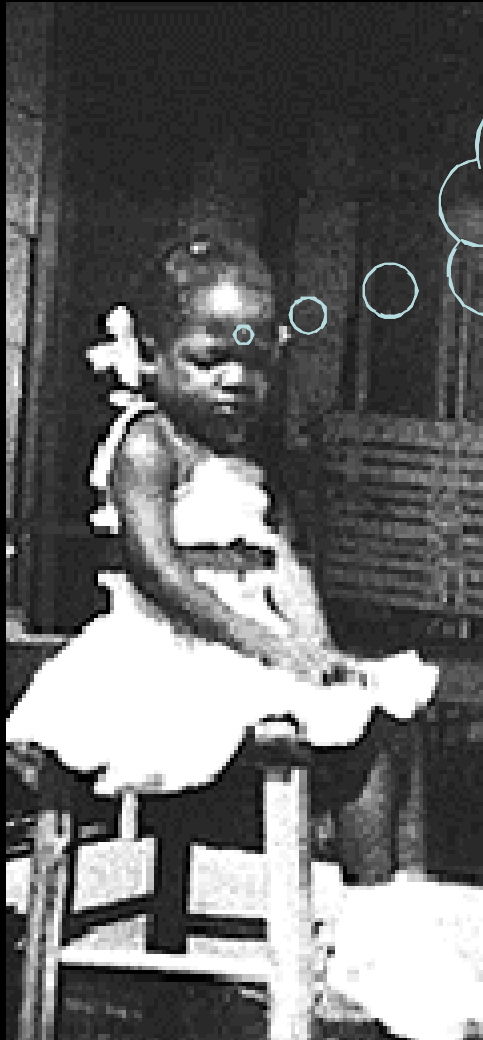




Born to teenage  
parents, out of wedlock

Abused during  
childhood, severe  
molestation including  
rape

## A brand discovered...



I heard  
granny say  
that I'm  
gifted

### SIGN:

- Started reciting poems at 3 yrs
- Could read at 4 yrs
- Earned her the nick name "little speaker"

## A brand discovered...



### PRACTICE:

- Later lived with her dad who made her read a book each week

### CAPABILITY:

- Continued with public speaking and drama in high school

# A brand is built... Project by Project



## PROJECT #1:

- Contested for School President and WON!

## PROJECT #2:

- Attended the President's Youth Conference and met the Head of State

## PROJECT #3:

- Got to visit a radio studio, took interest in broadcasting...

# A brand is built... Project by Project



## PROJECT #4:

- Entered public speaking conference and won a university scholarship [Degree in speech communication and performing art]

## PROJECT #5:

- Took a radio job while at University

## PROJECT #6:

- Entered beauty contest [Miss Black Tennessee] and WON!

# A brand is built... Project by Project



## PROJECT #7:

- Started a TV career in Baltimore

## PROJECT #8:

- Started hosting her own show [AM Chicago]

## PROJECT #9:

- Starred in a Spielberg movie

# A brand is built... Project by Project

## PROJECT #10:

- In 1986, she started her syndicate show





This has been a fireworks show