



# **Do You:** **How To Become a Personal Branding Superhero.**



## Ron Johnson

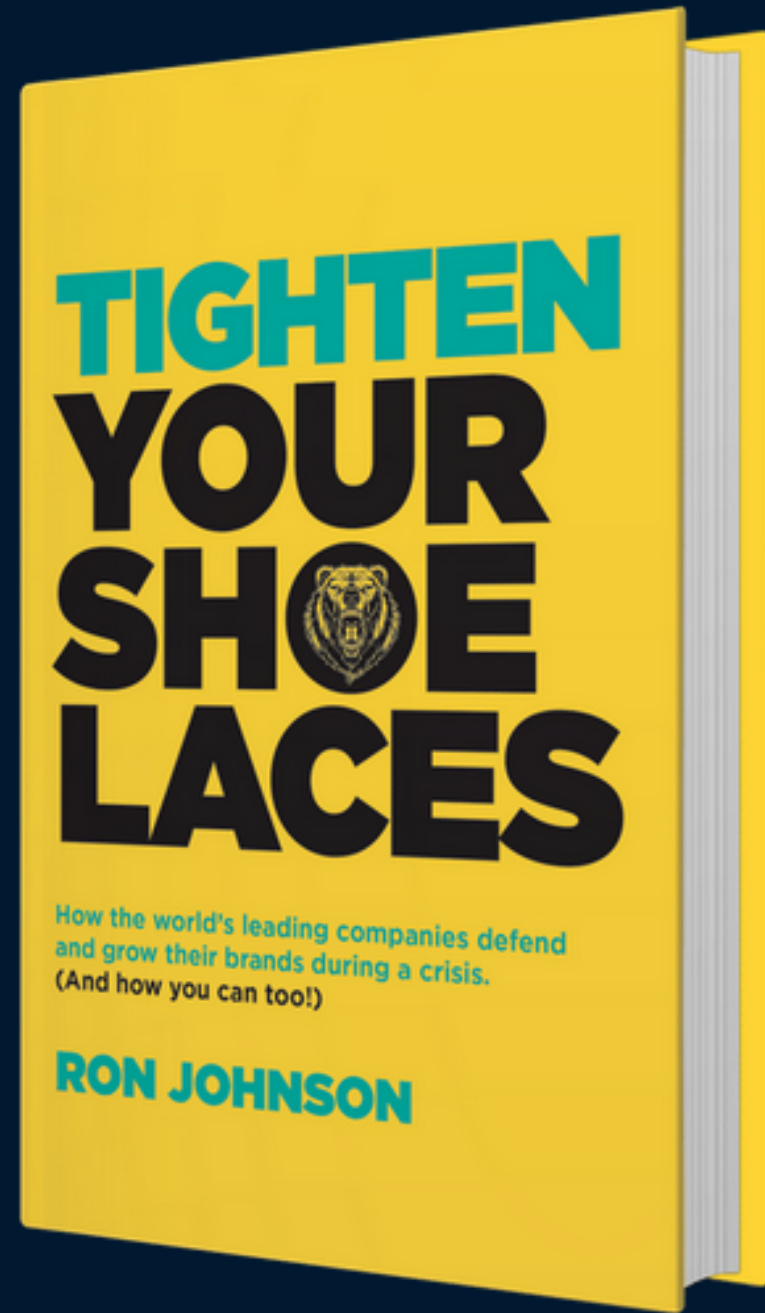
- Creator of "The Bhranding Equation" (Branding + HR = "Bhranding")
- Coached business professionals in Barbados, Trinidad & Tobago, Jamaica, US Virgin Islands, The Cayman Islands, The USA, Mexico, Malaysia
- Loves coffee and lemon sorbet

# "The Bhranding Equation"

Branding + HR = "Bhranding"







**Tighten Your Shoelaces:**  
How the world's leading  
companies defend and grow  
their brands during a crisis.

amazon



**TIGHTEN YOUR**

**SHOELACES**

**Which hiker  
are you?**

**Why should we care about our personal brands?**



# "The Bhranding Equation"

Branding + HR = "Bhranding"





## Key #1

### START WITH THE END IN MIND

Great branding is all about solving business challenges. Starting with the end in mind is all about having a clear sense of direction about where you want to take your organization, clarifying what branding and business goals you want to achieve, and about building a strong branding foundation for future business success.

## Key #2

### TELL A COMPELLING BRAND STORY

The most successful brands tell (and re-tell) a compelling brand story that helps them to become more known, liked and trusted by their employees, customers, vendors/suppliers, the media and other stakeholders that matter most to the organization.

## Key #3

### BUILD A HIGHLY ENGAGED VILLAGE

It takes a village to raise a brand! No matter how clever your marketing team may be, they can't build a brand on their own. To build a strong brand, you need to build a highly engaged village of supporters, influencers and brand ambassadors (both inside and outside of the organization) who are excited about helping your organization to achieve its branding and business goals.

## Key #4

### ANCHOR YOUR CULTURE IN PLACE

The world's most powerful brands use brand anchors (such as dynamic purpose, core values, a vibrant vision for their organization's future, company norms, policies and regulations, and operating principles) to help "anchor" their organizational culture in place.

## Key #5

### DESIGN A REMARKABLE BRAND EXPERIENCE

Brands with exceptionally strong employee and customer loyalty aim not for "excellent" or "exceptional" brand experiences, but for "remarkable" brand experiences - the type of positive experiences that get employees, customers and other stakeholders to remark positively about the experience they receive with the brand.

## Key #6

### MEASURE, MONITOR & REFINE

What gets measured, gets managed. In order to efficiently manage and improve on its desired outcomes, goals, success indicators and SMART goals, your organization must decide on, and actively manage, a select group of critical organization metrics and indicators and be prepared to make improvements to these metrics over time.

# Principle: Guard Your Brand



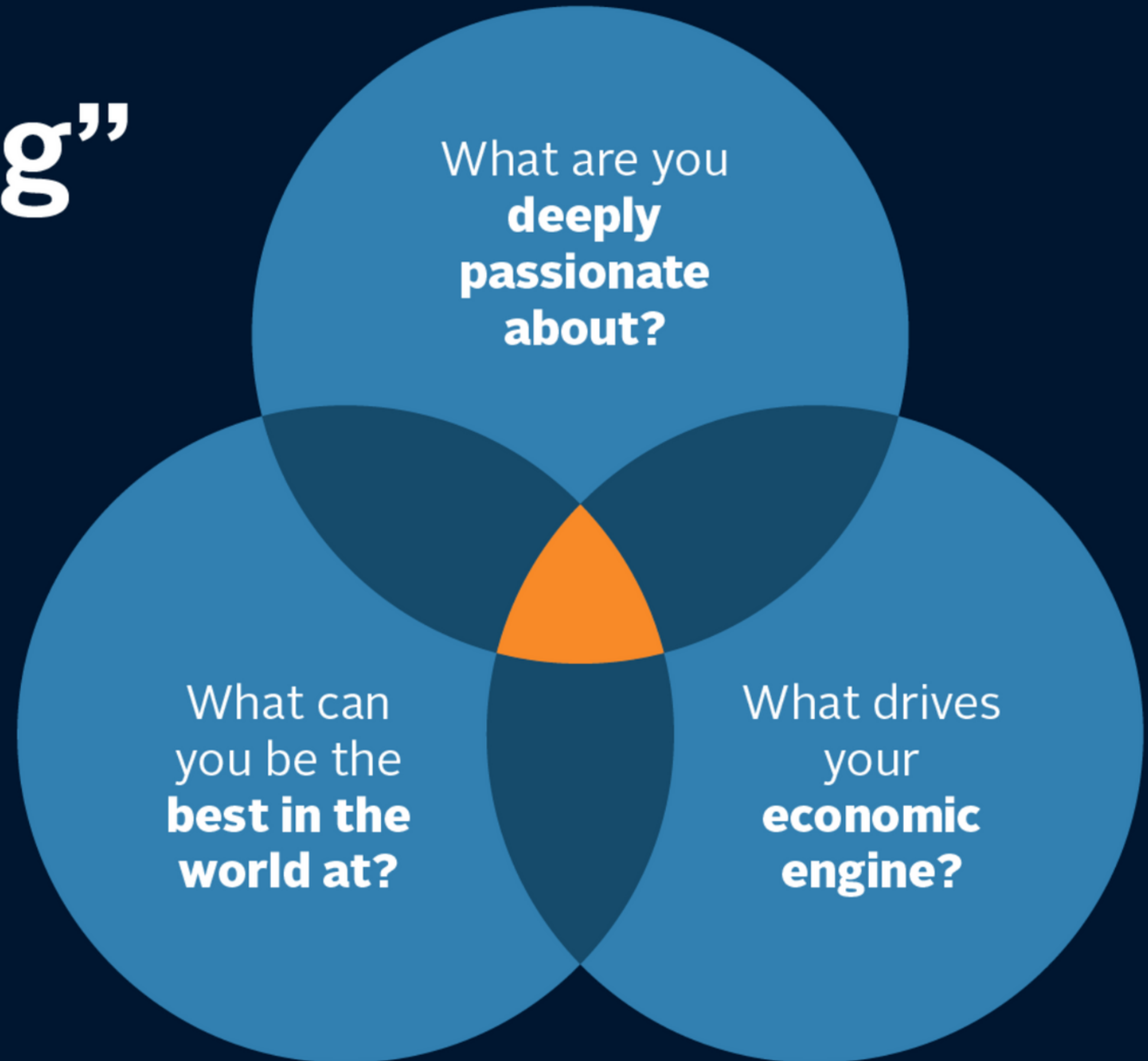
**Principle:**  
**Do You. Not someone else!**



# Principle: Align Your Circles



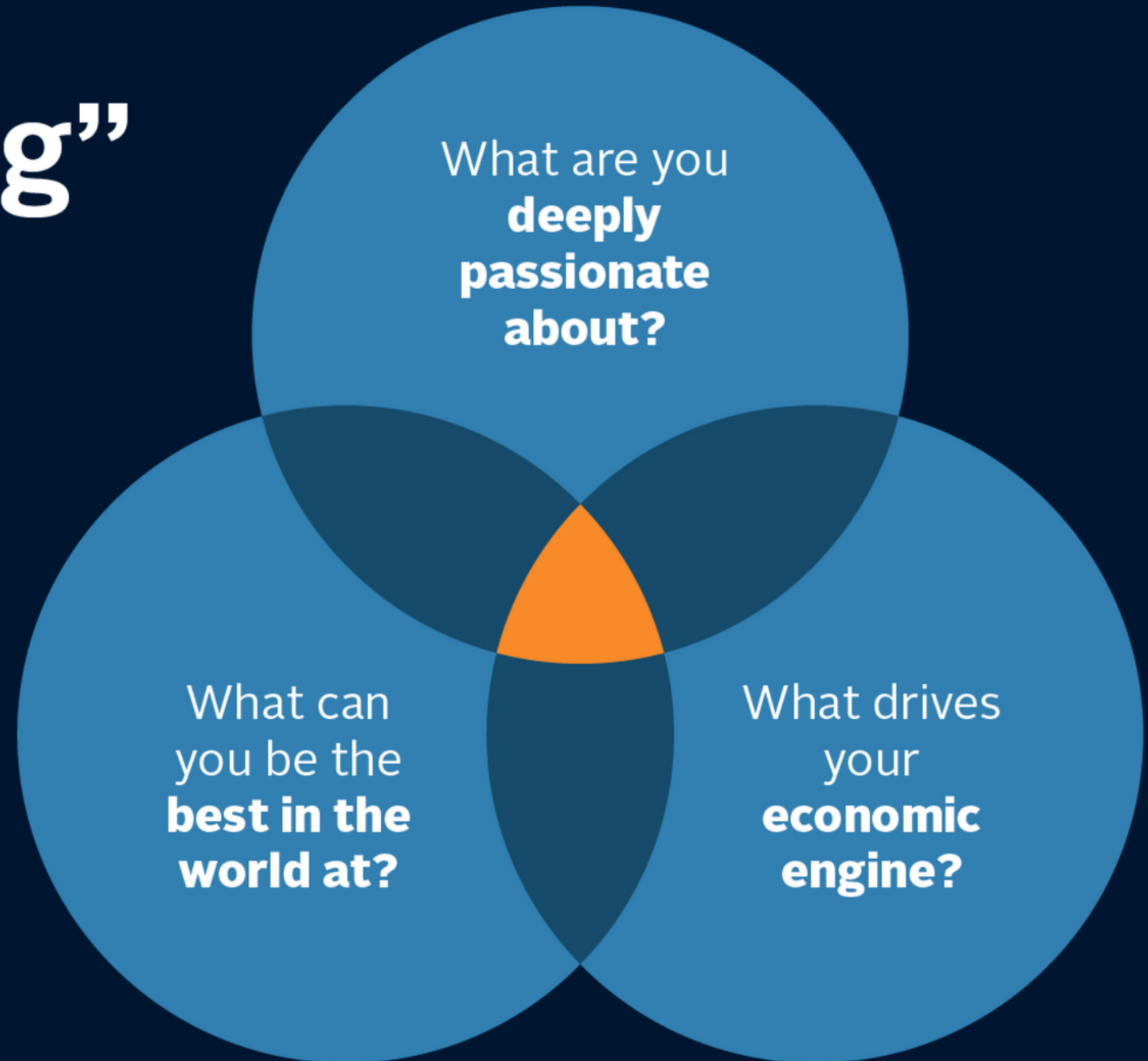
# The “Hedgehog” Concept



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**Challenge:**  
**What are you the best in the  
world at?**





**Principle:**  
People do business with others  
they know, like and trust!



**Principle:**  
**Know Your Purpose/ Find Your  
"Why"**

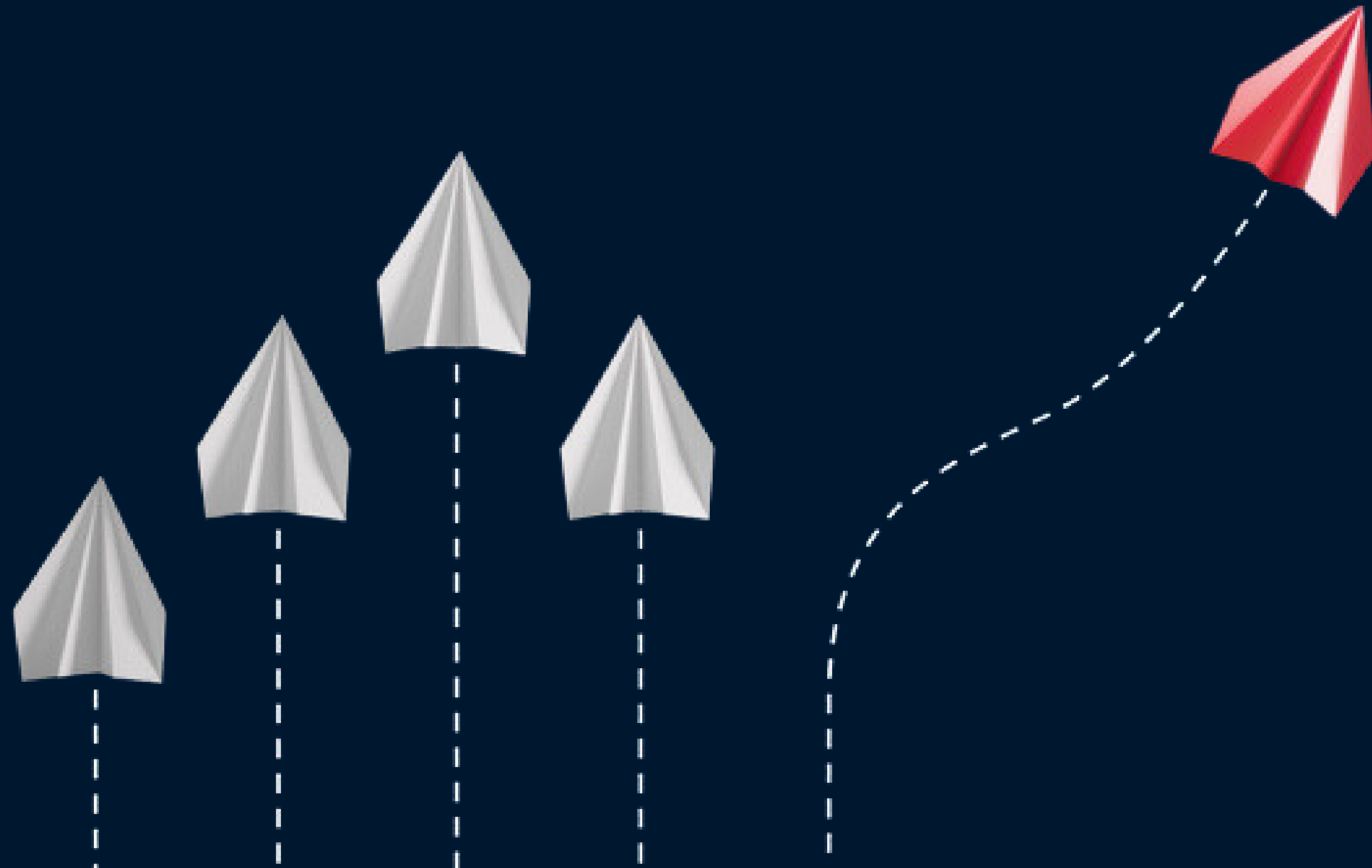


# Principle:

# Your personal values will attract people with similar values



# Principle: Stand Out



**Bonus Tip**

**Find your personal "Blue Ocean"**



# Principle: Know your role





JORDAN

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RODMAN

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# Principle: Define your success metrics



# Principle: Invest in "Branding Insurance"



**Principle:**  
Develop "Talk Triggers" /  
Conversation Starters



**Question to consider:**  
**What if your personal brand is...unconventional? What if you're the "Dennis Rodman" of accounting?**



**Principle:**  
**Be so good they can't ignore you**



# Principle: Be Empathetic





**I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. (Maya Angelou)**

**Remember:**  
**Every number has a face!**





**Questions are  
creative acts  
of intelligence**

(Francis Kingsdon Ward)



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