

TURN ME ON

Building your Personal Brand



Conducted by
Jerome Joseph CSP, CSPGLOBAL

GLOBAL BRAND ACADEMY



THIS IS
JEROME'S STORY

OVER
20 
YEARS
EXPERIENCE

ENGAGEMENTS IN
 **33**
COUNTRIES

IMPACTING
1,000 
BRANDS

INFLUENCING
1,000,000
PEOPLE 

HE CREATES
BRANDS

Jerome Joseph

Chief Experience Officer of The Brand Theatre
Worldwide – A NASDAQ listed brand agency with TMG

**GLOBAL
GURUS** **TOP
30** 

World's Top 30 Brand Professionals for 2018

**GURU
#20**

In 2018, Jerome Joseph was voted 20th out of the world's top 30 brand gurus

Best Selling Author of:





You are the
CEO
OF
YOUR
BRAND

TRUE or FALSE

The stronger your personal brand, the higher the chance of people doing business or recommending you



TRUE or FALSE

People are 2x more likely to
buy from/work with Personal
Brands they trust



TRUE or FALSE

People that develop and use a strategic personal brand communication plan have a higher chance of success in their career/business.





You & Your Audiences



BRAND YOU

Who you are
How you communicate
What differentiates you



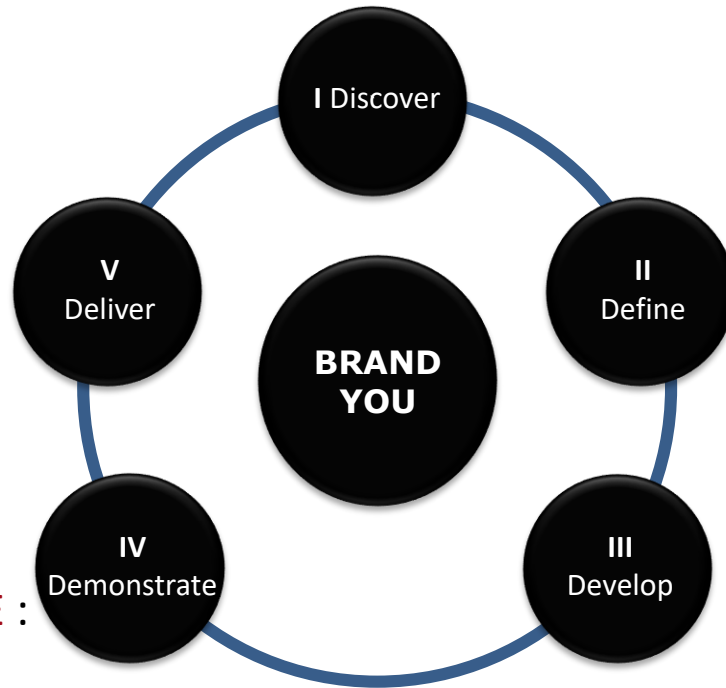
Customers

Who you are
How you communicate
What differentiates you



Colleagues

5D APPROACH



2. DEMONSTRATE PRINCIPLE :
CREATE CREDIBILITY

1. DEVELOP PRINCIPLE:
DEVELOPING YOUR MESSAGE

DEVELOP PRINCIPLE: DEVELOPING YOUR MESSAGE



5 Steps to your Unique Value Proposition

AUDIENCE:

1. HOOK

How will you
get
attention?



2. IS BETTER THEN

Who are you
better than?



3. BENEFIT

How can
your idea
make an
impact?



4. RESULT OF BENEFIT

What's in it
for all the
stakeholders
involved?



5. CALL TO ACTION

Be clear about what action you want you
audience to take. Remember everything is a
process.



5 Steps to your Unique Value Proposition

AUDIENCE: Companies and Individuals in need for branding solutions

1. HOOK

Jerome
Joseph is a
TOP 30
Global Brand
Thought
Leader



2. IS BETTER THEN

Other brand
consultants
and trainers



3. BENEFIT

Because he offers the
latest solutions and
proprietary processes,
that he combines with
his 22 years of
experience, working
with more than 1000
brands in 33 countries
as a CEO in a NASDAQ
listed company



4. RESULT OF BENEFIT

companies and
individuals get
world class brand
strategy and
solutions to grow
their brand?



5. CALL TO ACTION

With 22 years, 33 countries and working with
over 1000 brands, you know that Jerome
Joseph will transform your brand



Demonstrate Principle : Create Credibility





Credibility by Volume



1,000 Happy clients in 10 Months

Media/Award Mention



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Build your brand from within

Internal branding is the key to employee and customer loyalty

INTERNAL branding is, without doubt, one of today's "hot" business topics. Employees globally have long looked to internal branding programmes as a crucial cost-effective way to motivate employees to optimize performance and sales. Experts agree it is vital to ensure that employees internalize the brand promise to the customer. A unique brand can keep customers loyal to a product or service, instead of defecting to the lowest bidder. The key for customer loyalty in many cases is strengthening employee loyalty and understanding of the brand. The one channel that continues to be the most difficult to control is the employee. It can be the missing link between perception and reality, promise and delivery, effective marketing and positive outcomes. Yet internal branding does not receive nearly the time, resources or attention that external efforts do. Most companies will expend a great deal of effort on their external marketing. This often includes collecting reams of research to uncover to develop intimate portraits of their target audiences. They will spend big bucks to gain insights into the lifestyles, attitudes, perceptions, needs and wants that inform their prospects' purchase decisions. Then they will spend even bigger bucks to leverage that knowledge into external marketing programmes to attract an ever-larger number of customers. There is just one problem. After all that effort, most companies effectively tie away all that wonderful information somewhere in the vault of the marketing department and employees are left in the dark on customer and brand expectations and how they can connect with them. Companies also fail to collect research on their employees. The critical failure to understand customers and employees and to align them is the primary reason for the failure to deliver the brand promise consistently and effectively in many organizations.

Align staff to the brand

The following strategies are things you can do in your organization so that your people are aligned to the brand:

- 1. Support from above**
The "face" of a brand is often a subconscious impression of its culture. Not surprisingly, organizational culture development starts at the top. Internal lobbying, evidence-based persuasion and open communication with the board or C-level executives are the first steps to gaining genuine acceptance and ultimately integrated brand ownership from any organization. Employees must walk the talk, but more importantly, leaders must be the first to lead the way.
- 2. A well-defined brand DNA that is translated into action**
Brand DNA models are not just a "family" tool introduced by your brand agency to justify expenditure. They also serve the very important purpose of illustrating elements of your brand, which can be in turn interpreted and applied to employee values and behaviours. Research your brand inside and out first and then develop a brand DNA that highlights your vision, mission and values clearly and distinctly to your customers and employees. Then get your employees to know it and live it consistently.
- 3. Train your internal team**
To deliver the promise, you must make sure that your employees are delivering on your brand promise. Your relationship with your customer is based upon trust and you achieve trust by delivering on your promises. So it is very important that you have internal brand training programmes in place to enable your staff to understand and live the brand. Some of the training programmes include brand leadership workshops, "Live the brand" workshops, brand/customer experience workshops and so on. These workshops all have one key purpose: To get your employees to be aligned, motivated and committed to delivering the brand as well as addressing specific roles and responsibilities in the organization.
- 4. Reinforce and regularly reward brand values**
Use your internal communication and brand training to reinforce and explain the values and behaviours that reflect your brand promise. Continuously do this until your brand becomes second nature to your employees. The foundation for any internal branding initiative must therefore start with a personal understanding of the brand and the importance of the role they have to play in its evolution.
- 5. Reward employees for reinforcing staff to act**
Knowledge and resources are important, but action is golden. At least once a week or month, ask your employees to find at least one way to better reflect the value of your brand in their daily customer interactions. Be sure to reward employees when they come up with good ideas and then implement them.
- Nurture staff commitment**
When you think about how meaningful brands have become to people, it makes sense to consider not only products and advertising, but also the people who make and sell the products. After all, if a brand does not mean anything to the brand's employees, then these employees will have trouble translating the brand's emotional and social value to the customer. You need to instill the blueprint of the brand experience inside the minds of your employees. A total internal brand engagement programme helps in building and developing a sense of commitment in the minds of the employees towards the organization. Not only will loyalty increase, but employees will also perform better and this will impact your brand and bottom line.

Article by James Joseph, head brand coach of Brand One, an internal brand training agency. He is the author of business books on branding and conducts lectures, national training programmes and seminars. For details, visit The Brand One website (thebrandone.net) or Brand One (www.brandone.net) or e-mail james@brandone.net.

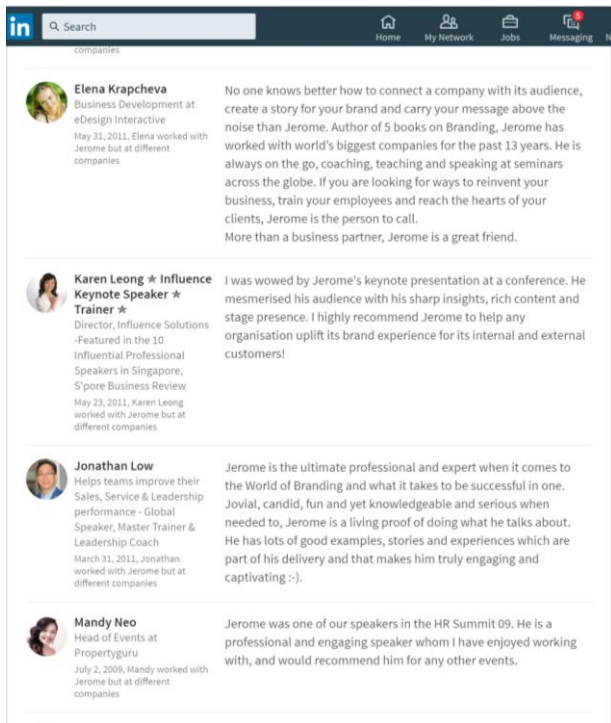
Learn more about this and other related topics at the upcoming Branding Strategies seminar on Oct 26 organized by IYPR. Registering go.to/ibst10. IYPR members enjoy special pricing (membership is free). Sign up now for special early-bird prices.

To send article contributions, comments, views and story ideas, e-mail enr@at701.com.sg.

When you contribute to ENR benefit in the Straits Times, we take it that you agree, at no charge, to allow us to use, archive, modify or reproduce the letters and contributions in any way and in any medium.



Recommendations



Elena Krapcheva
Business Development at eDesign Interactive
May 31, 2011, Elena worked with Jerome but at different companies

No one knows better how to connect a company with its audience, create a story for your brand and carry your message above the noise than Jerome. Author of 5 books on Branding, Jerome has worked with world's biggest companies for the past 13 years. He is always on the go, coaching, teaching and speaking at seminars across the globe. If you are looking for ways to reinvent your business, train your employees and reach the hearts of your clients, Jerome is the person to call. More than a business partner, Jerome is a great friend.

Karen Leong ★ Influence Keynote Speaker ★ Trainer ★
Director, Influence Solutions
-Featured in the 10 Influential Professional Speakers in Singapore, S'pore Business Review
May 23, 2011, Karen Leong worked with Jerome but at different companies

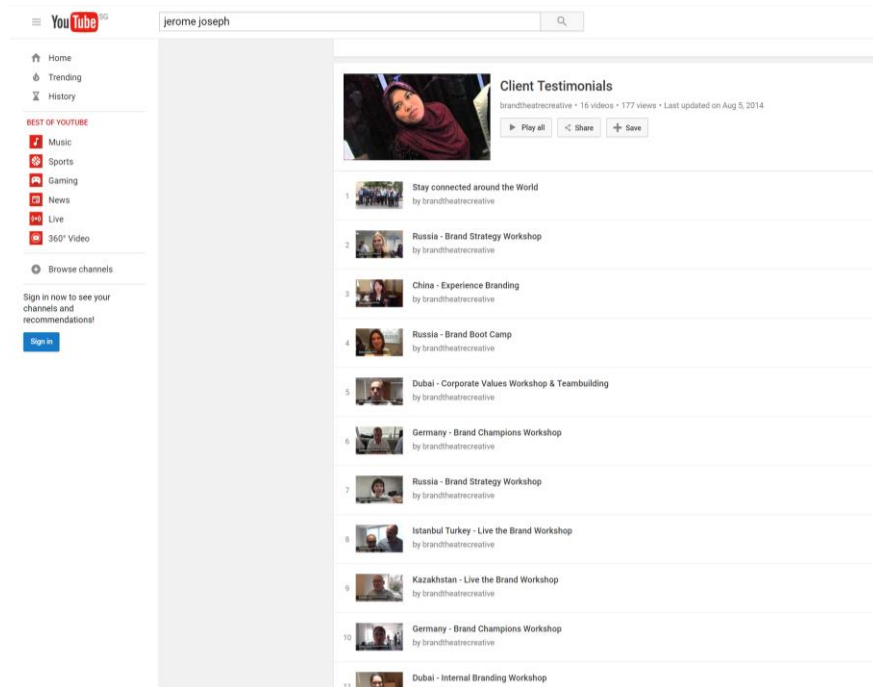
I was wowed by Jerome's keynote presentation at a conference. He mesmerised his audience with his sharp insights, rich content and stage presence. I highly recommend Jerome to help any organisation uplift its brand experience for its internal and external customers!

Jonathan Low
Helps teams improve their Sales, Service & Leadership performance - Global Speaker, Master Trainer & Leadership Coach
March 31, 2011, Jonathan worked with Jerome but at different companies

Jerome is the ultimate professional and expert when it comes to the World of Branding and what it takes to be successful in one. Jovial, candid, fun and yet knowledgeable and serious when needed to, Jerome is a living proof of doing what he talks about. He has lots of good examples, stories and experiences which are part of his delivery and that makes him truly engaging and captivating :-).

Mandy Neo
Head of Events at Propertyguru
July 2, 2009, Mandy worked with Jerome but at different companies

Jerome was one of our speakers in the HR Summit 09. He is a professional and engaging speaker whom I have enjoyed working with, and would recommend him for any other events.



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5D APPROACH



2. DEMONSTRATE PRINCIPLE :
CREATE CREDIBILITY

1. DEVELOP PRINCIPLE:
DEVELOPING YOUR MESSAGE



Let your Brand Shine
TURN ON YOUR BRAND



Keep Building your Brand:

**Email: Jerome@jeromejoseph.com
www.jeromejoseph.com**

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and LinkedIn**

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