

BRANDNEWYOU
The Business of Being You™

WOMEN OF INFLUENCE WORKSHOP

ABOUT BRAND NEW **YOU**

Brand New You (BNY) is Australia's number one personal branding agency. We work with individuals to define their personal brand and companies to integrate these into their marketing. And we have an absolute ball doing it! We count 25% of the ASX 50 as our clients including The Westpac Group, AGL, ANZ, Nab, Seek and South 32. International clients include Credit Suisse, Ray White, Arcadis, HP, IBM and Ferrovial. We have a large education sector and work regularly with schools and universities including the ANU and Sydney University.

WHAT IS A PERSONAL **BRAND**?

Basically, your personal brand is the impression you leave on people. Taking your personal brand to market is thinking about how you look, act, and most importantly, how you make other people feel. How will others react to you? Having impact means ensuring that others recognise what you stand for – what your personal brand is. So, we use words like – Deliberate. Authentic. Distinctive. It is your story and so you should be the one to tell it.

BRANDS

All brands have two components: Functional and Emotional.

The functional is what the brand does. Apple makes technology products, Nike makes sports apparel and McDonalds sells fast food. That is what they do. But why do we pay more for a pair of Nike shoes than a pair of running shoes from Kmart? It is the emotional component of the brand that drives the price. If I buy Nike I will look and therefore feel fitter, faster, stronger, cooler. This is where the value of the brand is.

It is the same with you as a person. Your personal brand has two components, what you do (functional) and how you make people feel (emotional).

At some point, you will be functionally equal to another person – you will both be able to do the same tasks, you will have the same skills. The decision to select you over another person or like you over another person will come down to the emotional component of your brand. People will use words like “she will fit in with our team culture” and “he has a great energy.”

WHY IS IT **IMPORTANT**?

People buy from people; they don't buy from organisations. People work for people; they don't work for organisations.

In 1967, the now Professor Emeritus in Psychology at UCLA, Dr Albert Mehrabian, published what is now called the 7/38/55 rule. He found that our ability to make people like us was based on:

- 7% on content
- 38% on the way you say things
- 55% on your physical presence

Today, we look at that 93% as our personal brand. The way that we can emotionally engage people to want to be on our team, want us on their team, want to buy from us or simply like us.

PRESENCE?

Presence is about potential. When people say that someone has 'it' – they are talking about presence.

Presence is all about being in the moment – enabling others to see you and imagine what you are capable of. In this workshop, you will begin to understand and harness sets of techniques and exercises that provide you with the tools to make a really powerful impression. This is where your 93% counts.

WHAT ARE YOUR **STRENGTHS**?

You already know your functional element – this is what you do. So, what is your emotional element, how do you make others feel?

We have all done personality tests for work and the like. And they often cost a lot of money – but this one is free! Developed by Dr Christopher Peterson and Dr Martin Seligman, the founders of positive psychology, this is a great tool to get you started on your personal brand journey.

More than 6 million people around the world have completed this survey!

Take the Character Strengths survey: <https://www.viacharacter.org/survey/account/register>

It should take you about 15 minutes. Please note that the tool asks you to create a log on, VIA is not related to BNY in anyway – it is a fantastically useful tool that we recommend.

If you are really interested... For those of you with children, there is an excellent 'child friendly' version that you may want to get them to complete. It's called the VIA Strength Survey for Children and can be found under Questionnaires here: <https://www.authentichappiness.sas.upenn.edu/>

It makes it much easier to communicate with your children when you understand what their strengths are!

Once you have all of your strengths, THINK. Think a lot. Think about what these words mean to you. Ask trusted people whether they think that these are true of you. How do they see these strengths in your behaviours? And, most importantly, how do these strengths make them feel?

READY? LET'S **GO!**

Now that you have an understanding of personal branding,
let's find out who you are and how you can create a lasting impact.

We're looking forward to seeing you soon!

THE **BNY** TEAM



Emily Kucukalic
Founder & Managing Director
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Emily Kucukalic created the Brand New You Group in 2009. It is now Australia's number one personal branding agency.

She was the Group Head of Brand and External Relations at AGL Energy and a member of the Executive Team. She worked across Asia Pacific for EDS and BP. In 2017, Brand New You were awarded an Australian Marketing Institute Award for Marketing Excellence for a program that they ran with Westpac. Emily is an Ernst and Young Entrepreneurship Prize winner, a finalist in the Telstra Young Business Woman awards in 2000 and a winner of the Lucent Technologies Leadership awards in 2000, 2001 and 2002.

Emily holds a Bachelor of Commerce with Honours in Marketing from the University of Western Australia. She is currently a member of the NSW Premier's Register for Boards and Committees and is a founding Director of Conversely, a not for profit organisation focused on engaging non-working women in Australia. Since its inception, Conversely has raised more than \$100,000 for charities across Australia.

Emily completed her thesis on Marketing to the Gay Consumer in 1995, once of the first of such academic studies conducted in this area. She was the biggest baby in Western Australia at the time of her birth but lost her crown shortly thereafter.

THE **BNY** TEAM



Jo Martin

Partner & MD of BNY New Zealand

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Jo Martin joined BNY in 2009 bringing with her over 15 years experience in PR, marketing and journalism. Jo works across all of BNY's clients providing personal branding services and consulting.

She has worked in London, Auckland and Sydney. Jo was responsible for launching several French luxury brands into the British marketplace including Longchamp, Anne Fontaine and La Maison de Chocolat; managing the launch activity and on-going marketing and public relations campaigns. Jo has experience in public relations in the technology and banking industries in London and New Zealand with clients including SAP, Foundry Networks and the Westpac Banking Group.

In New Zealand, Jo worked as a consultant to NZ Fashion Week, managing major sponsor relations, international media and VIPs and domestic broadcast media. Jo worked as a print and broadcast journalist, as a documentary researcher and production manager for New Zealand's leading television production company, Touchdown Productions.

Jo has a Bachelor of Arts in English and Political Studies, Honours in Journalism and Post-Graduate Diploma in Marketing and Communications. Jo topped her school in Classical Studies and English, she can actually read Olde Englishe!

THE **BNY** TEAM



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Personal Brand and Marketing Consultant, Queensland
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Georgia has two decades of experience in Sales and Marketing with ANZ Wealth, Telstra, Toshiba, Skandia, Activision. She joined the BNY team in 2019 to manage our business in Queensland.

As an outsourced Marketing Manager, she helps clients build brands, create websites, run live webinars, project manage conferences, implement CRM's and deliver SEO, EDM and social media marketing strategies.

Georgia founded Women of Influence, a Not for Profit businesswomen's networking group in QLD. They have been delivering events since 2005, are often sold out with around 200 attendees and raise funds for their charity partners.

Georgia and Emily first connected nearly 10 years ago when she invited Emily to be a Keynote speaker at a Women of Influence event in 2010.

BRAND NEW YOU

PERSONAL BRANDING AND PROFESSIONAL DEVELOPMENT



www.brandnewyou.com.au

Designed by BNY.