

# How to sell your ideas and brand yourself to success.



## Branding

Elvis Fuamba, Kalliola. Spot Yrittäjyysvalmentamo 2024

## Session 2: Branding



### Step 1: Investigate

Define Your Brand Purpose

- **1. Understand Your Position:** Assess where your brand stands in the market compared to competitors.
- **2. Ask the Right Questions:** Define your brand's core beliefs and identify what makes you unique.
- **3. Customer Understanding:** Conduct SWOT analysis and target market research.
- 4. Identify Imbalances:** Address discrepancies between how you perceive your brand and how it's viewed externally.

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### What

Every organization on the planet knows WHAT they do. These are products they sell or the services.

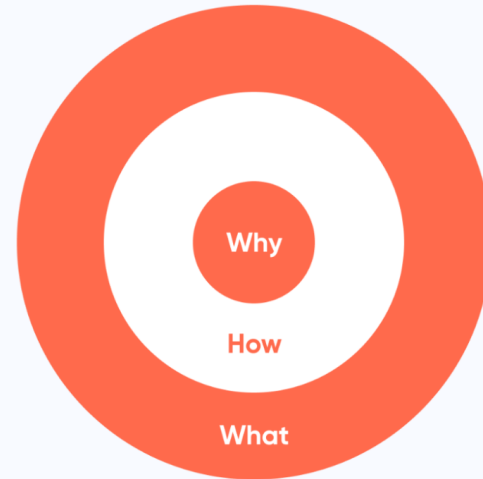
### How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

### Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.

## The Golden Circle



## Step 2: Strategy and Narrative

- 1. Define Your Story: Develop a clear narrative that aligns with your brand's values and identity.
- 2. Brand Essence vs. Brand Positioning: Understand the difference and importance of each.
- 3. Mission and Vision: Ensure these statements are actionable and reflect your brand identity.

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### Step 2.5: Bridging the Gap

1. Align Strategy with Design: Understand how narrative and design influence each other.
2. Non-linear Process: Be open to new ideas that may emerge during the design phase.



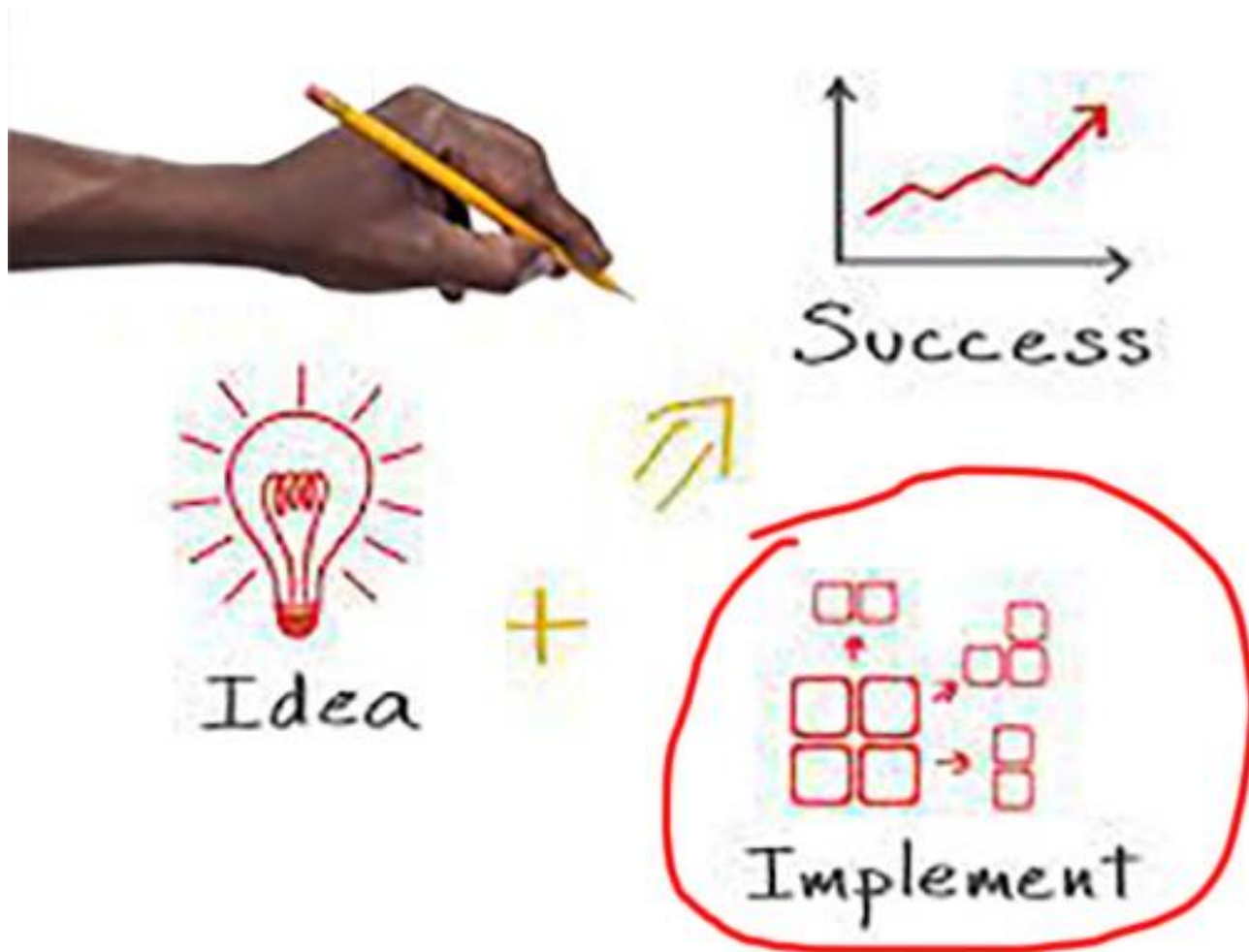
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### Step 3: Starting Design Work

1. Create a Brief: Define your target audience and key communication points.
2. Collect Diverse Ideas: Gather ideas for visual and verbal brand identity.
3. Align Design with Strategy: Ensure design choices reflect your branding strategy.

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### Step 4: Implement

1. Brand Manual: Develop guidelines for consistent implementation of your brand.

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### Step 5: Engage or Revive

1. Employee Involvement: Engage all employees in the brand-building process for company-wide buy-in.

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5 Steps to Do for Your  
**Personal Branding**



- 1 Generate your vision
- 2 Define your personal image
- 3 Maintain your presence in social media
- 4 Identify your audience
- 5 Stay unique and authentic

- Step 1: Generate Your Vision
- Step 2: Defining Your Personal Image
- Step 3: Maintaining Your Presence on Social Media
- Step 4: Identifying Your Audience
- Step 5: Staying Unique and Authentic



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