Concepts and communication tools to promote yourself, your ideas and your creations

Session 3:
March 11th, 2014

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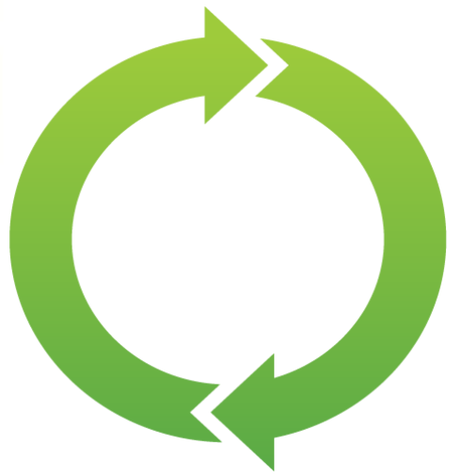

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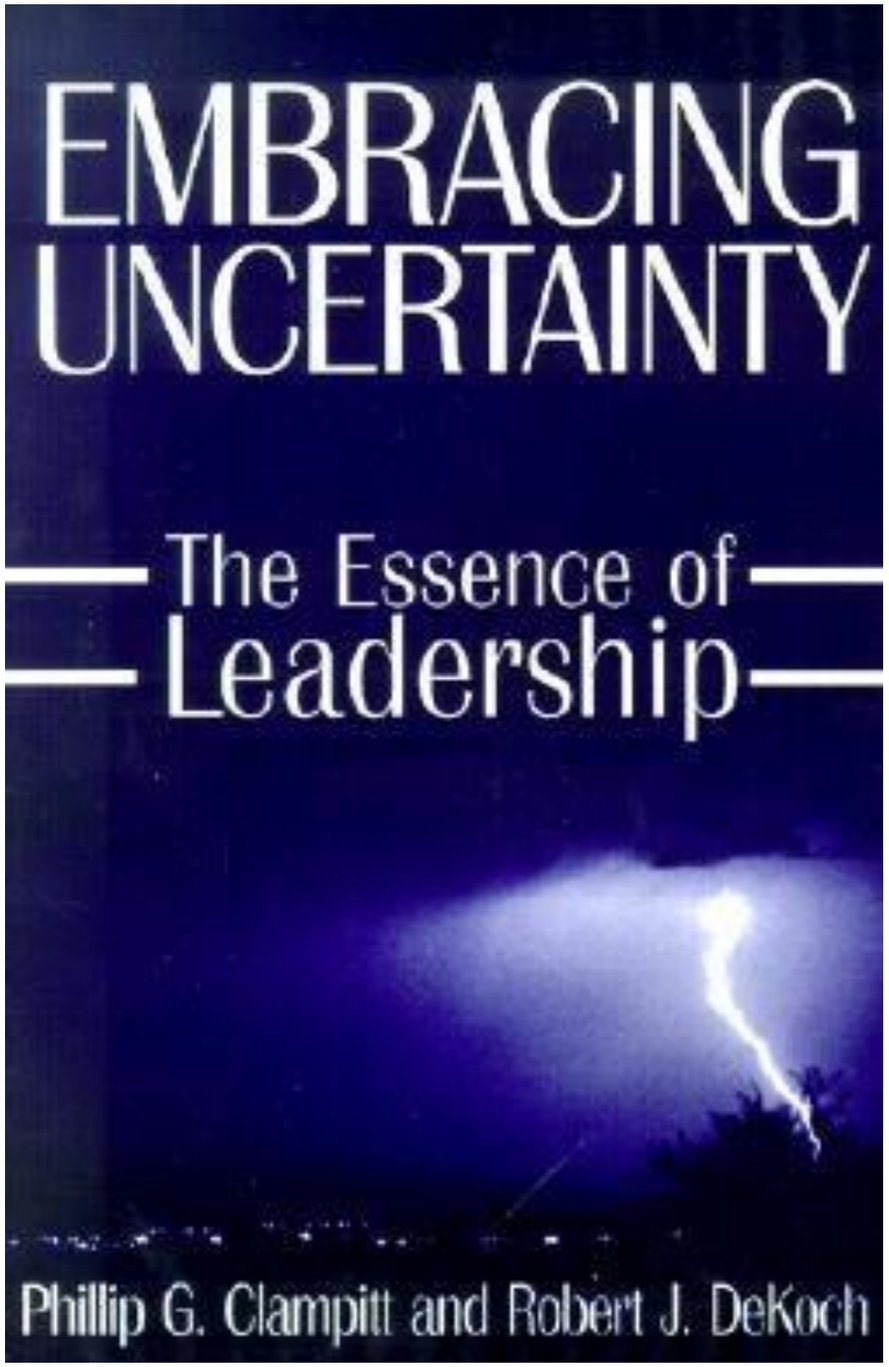
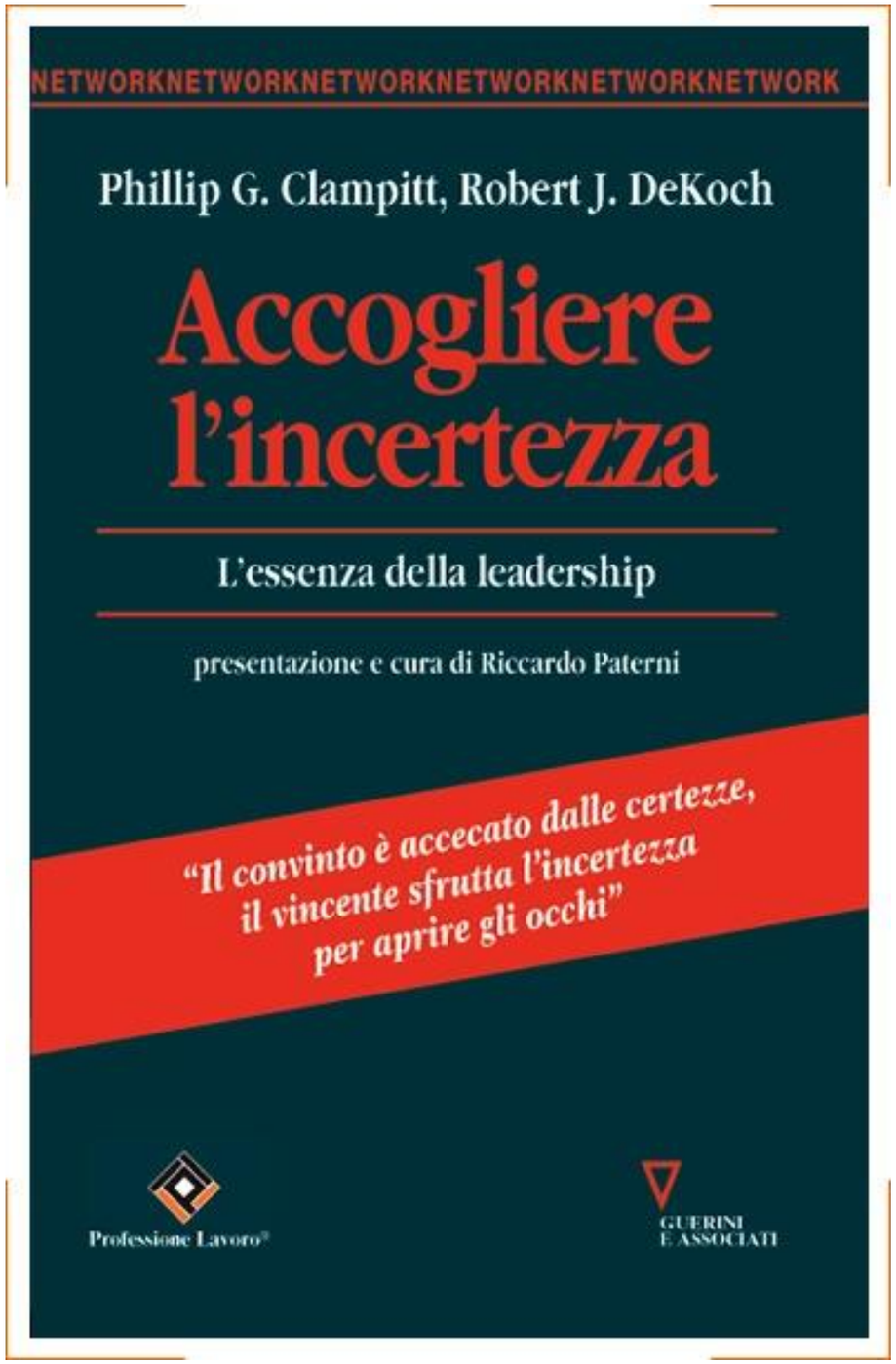
THE PROGRESS MODEL





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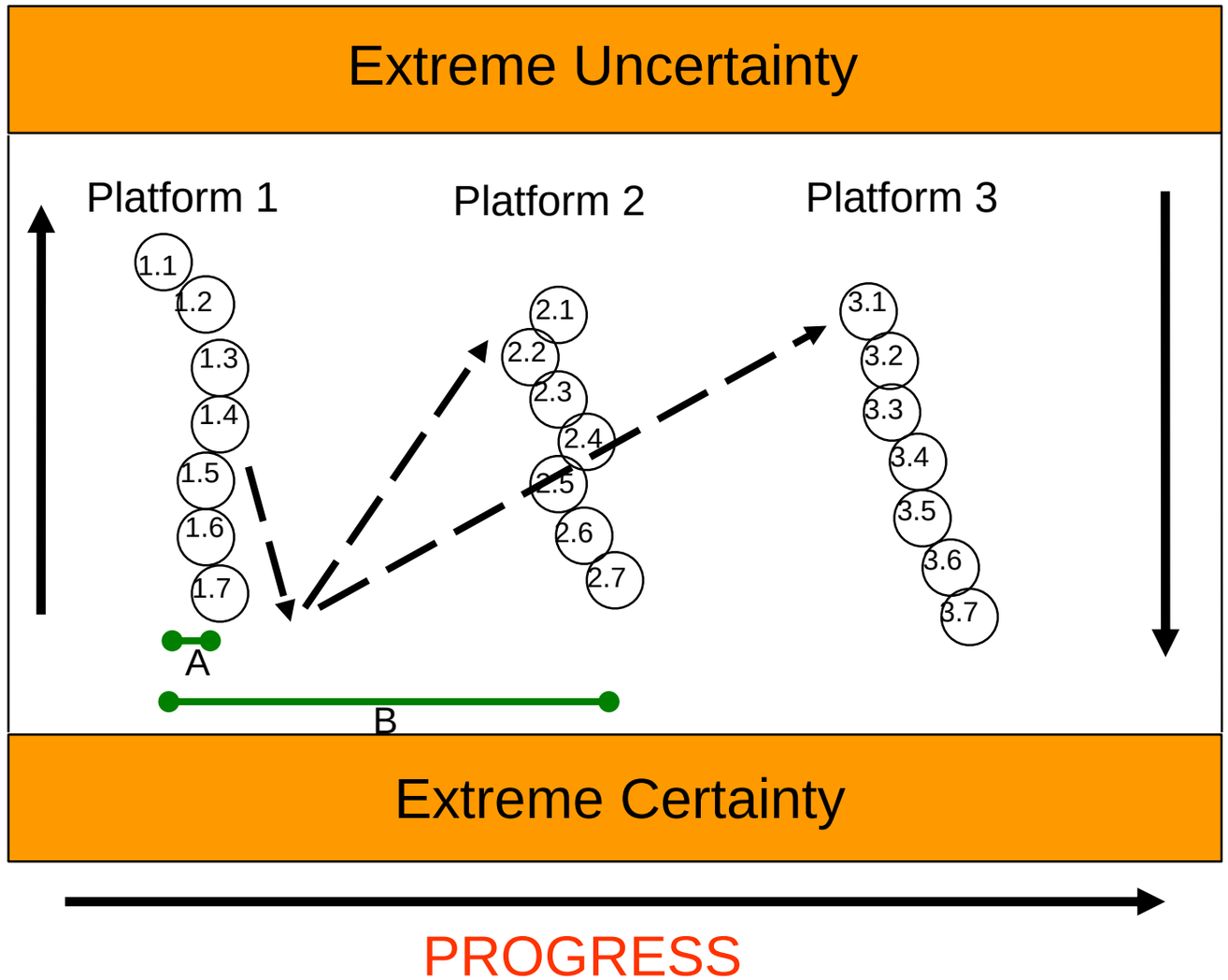
THE PROGRESS MODEL



Exploring

Refining

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THE RIGHT:

CONTEXT

TIME

PROJECT

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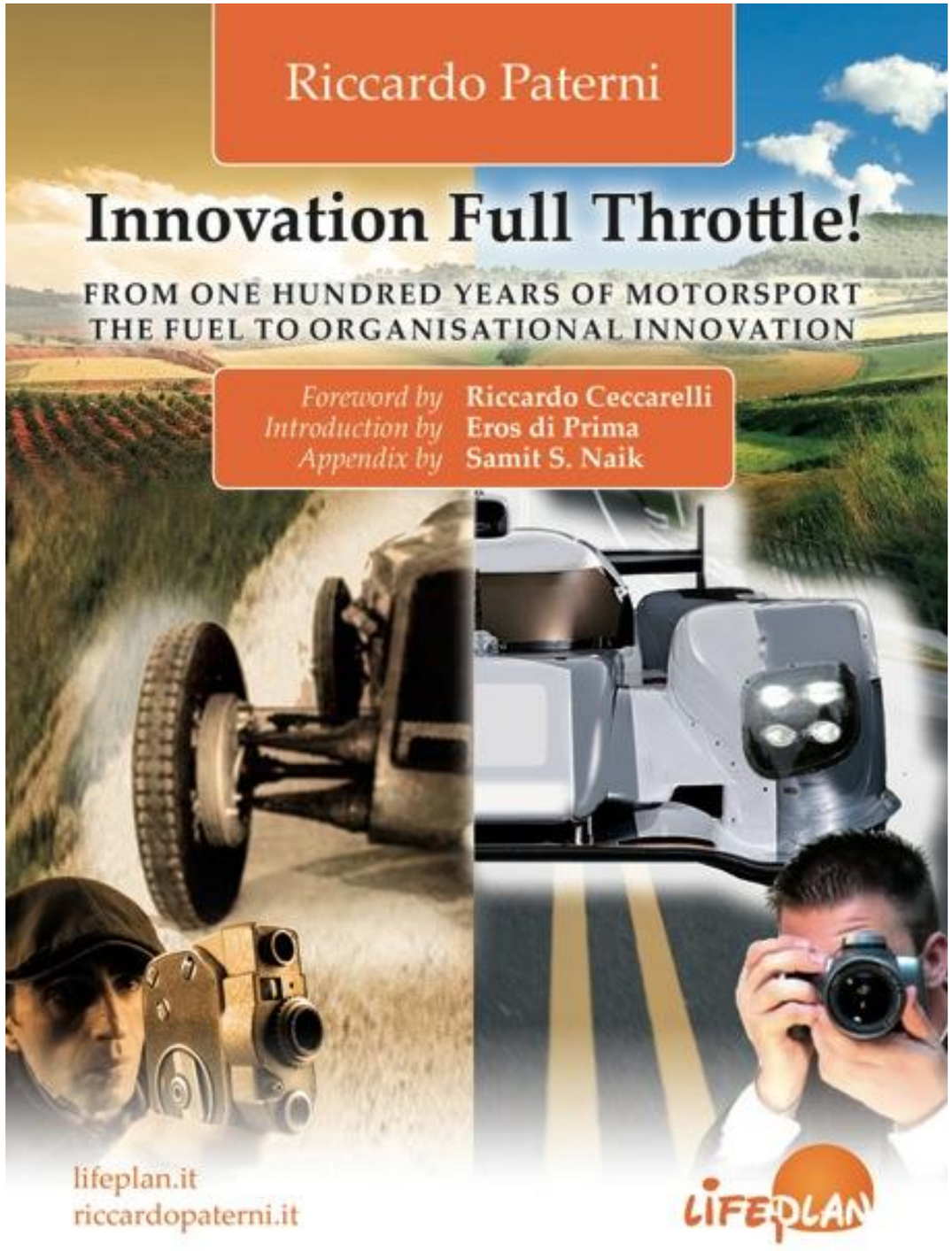
WHAT KIND OF INNOVATION TO PROGRESS?



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WHAT KIND OF INNOVATION TO PROGRESS?

(recall PhD Plus 2014 round table debate)

INNOVATION:

creativity that adds value, generates value within the perceptions of the market

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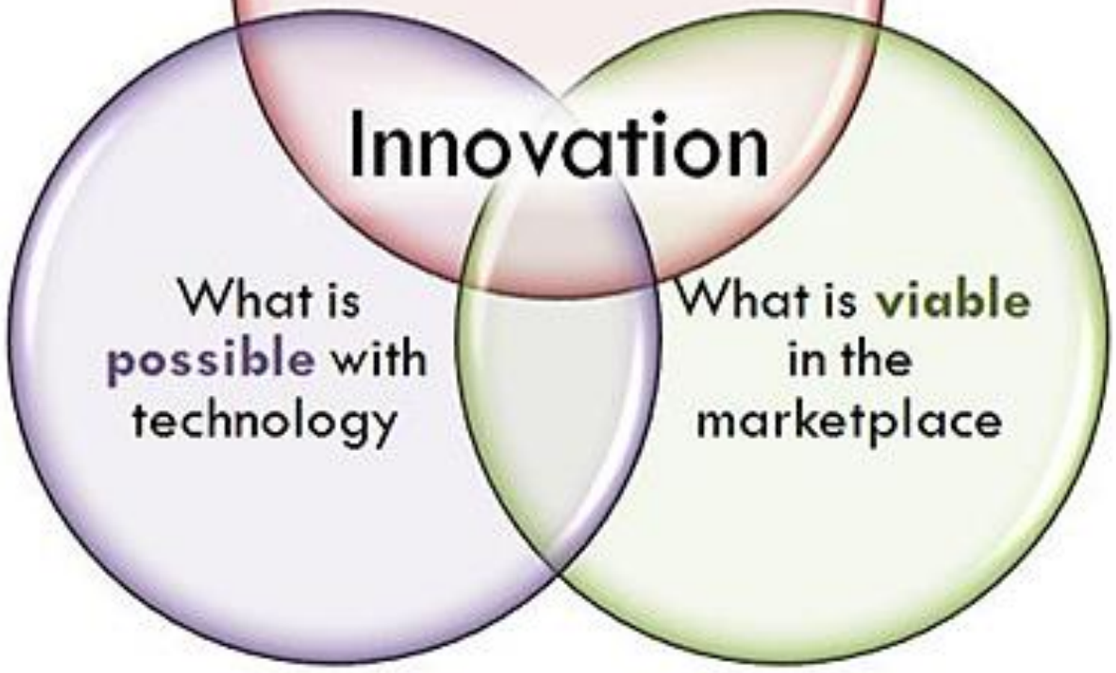
AWARENESS ⇨ ACTION



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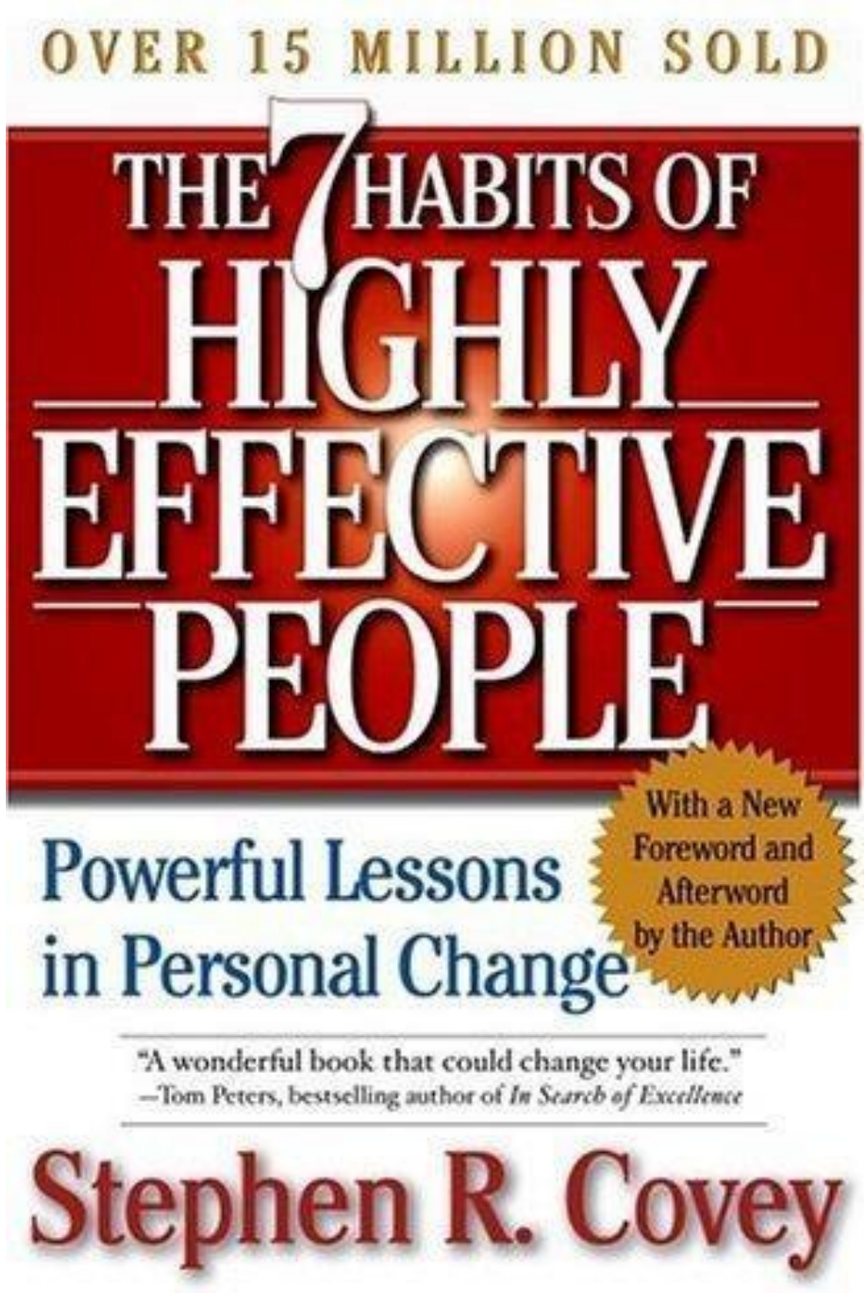
AWARENESS ⇨ ACTION



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AWARENESS ⇨ ACTION

OVERALL KEY CONCEPT: THE DEPENDENCY FLOW

Dependent

Independent

Interdependent

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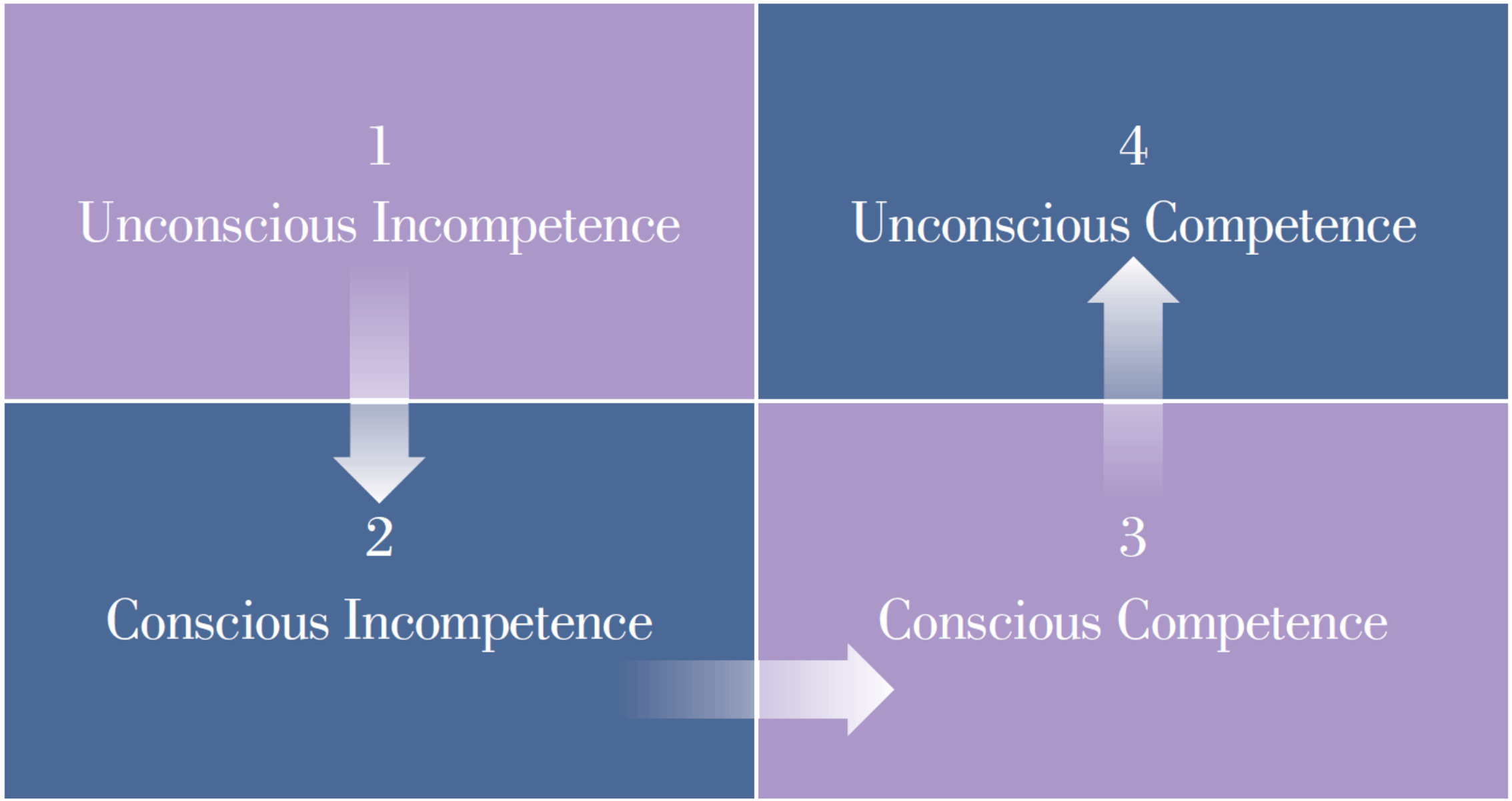
AWARENESS ⇨ ACTION

OVERALL KEY CONCEPT: LEARNING DYNAMICS



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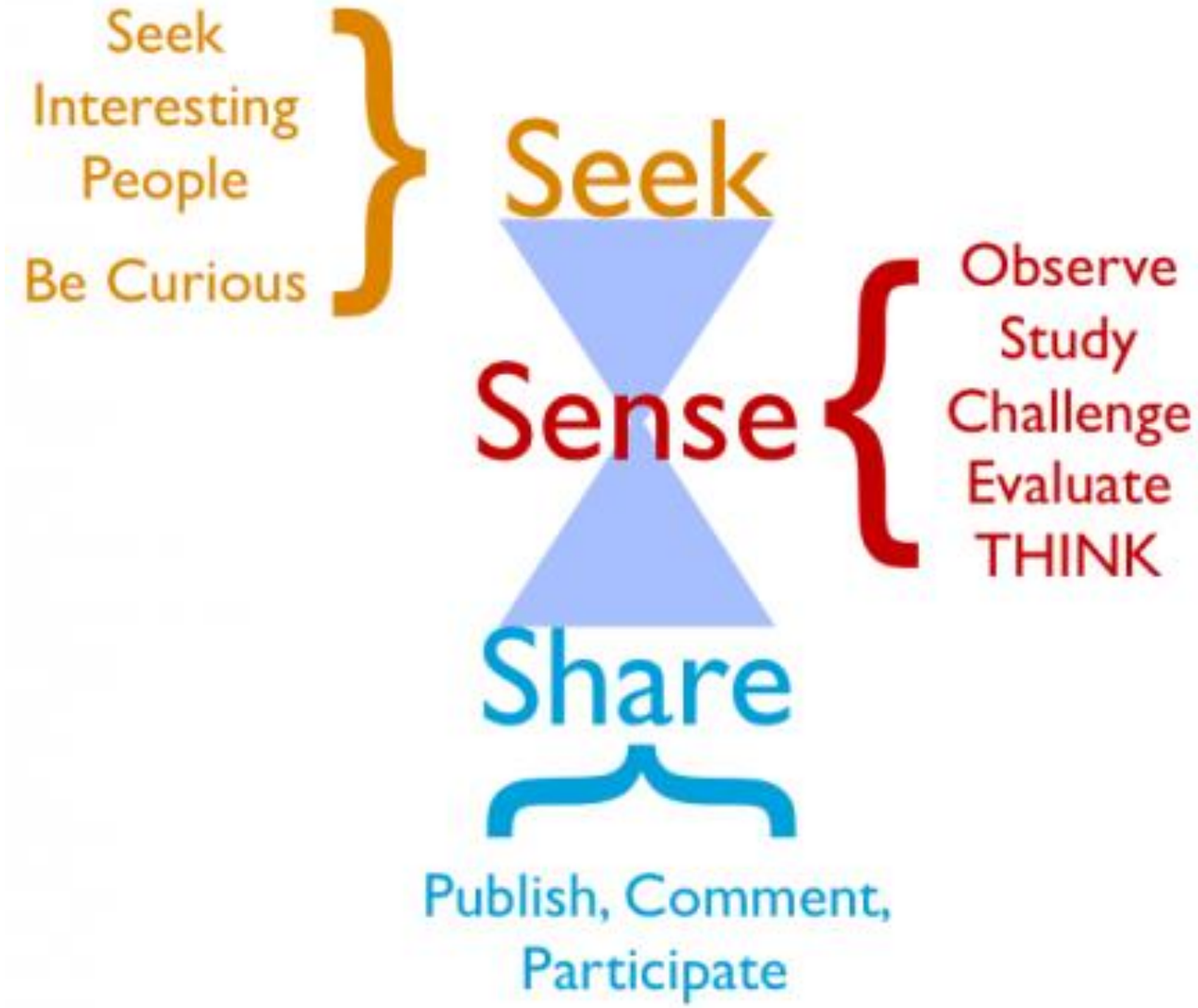
AWARENESS ⇨ ACTION

OVERALL KEY CONCEPT:
SOURCES AND EXPRESSION OF IDEAS



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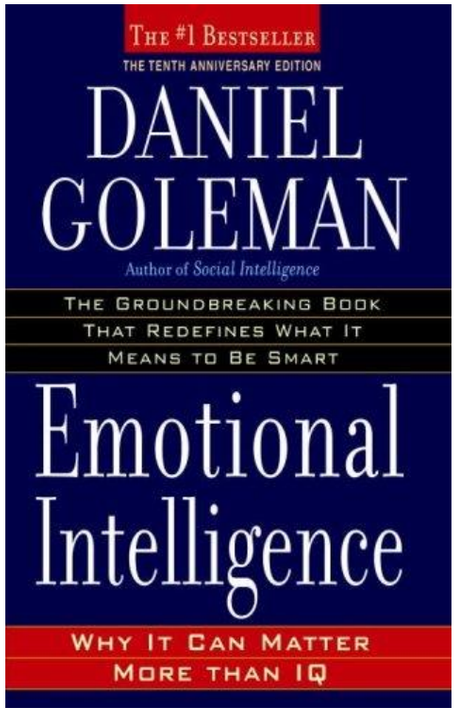
AWARENESS → ACTION

OVERALL KEY CONCEPT:
IQ IS NO LONGER ENOUGH…

Intrapersonal & Interpersonal lavel



Self-Awareness	Social Awareness
• Emotional Self-Awareness • Accurate Self-Assessment • Self-Confidence	• Empathy • Organisational Awareness • Service Orientation
Self-Management	**Relationship Management**
• Emotional Self-Control • Transparency • Adaptability • Achievement Orientation • Initiative • Optimism	• Developing Others • Inspirational Leadership • Change Catalyst • Influence • Conflict Management • Teamwork & Collaboration

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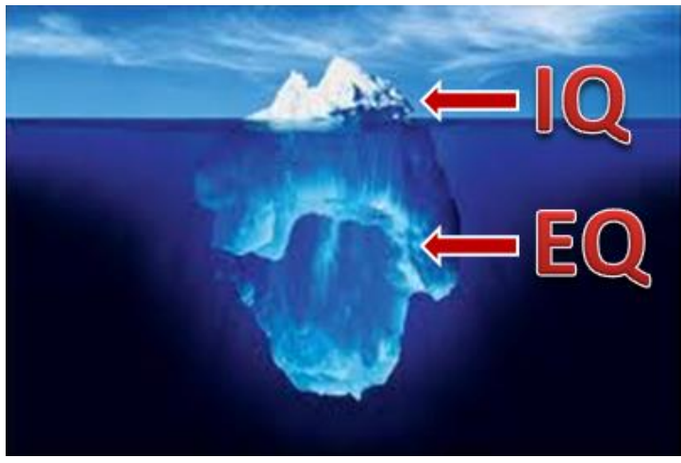

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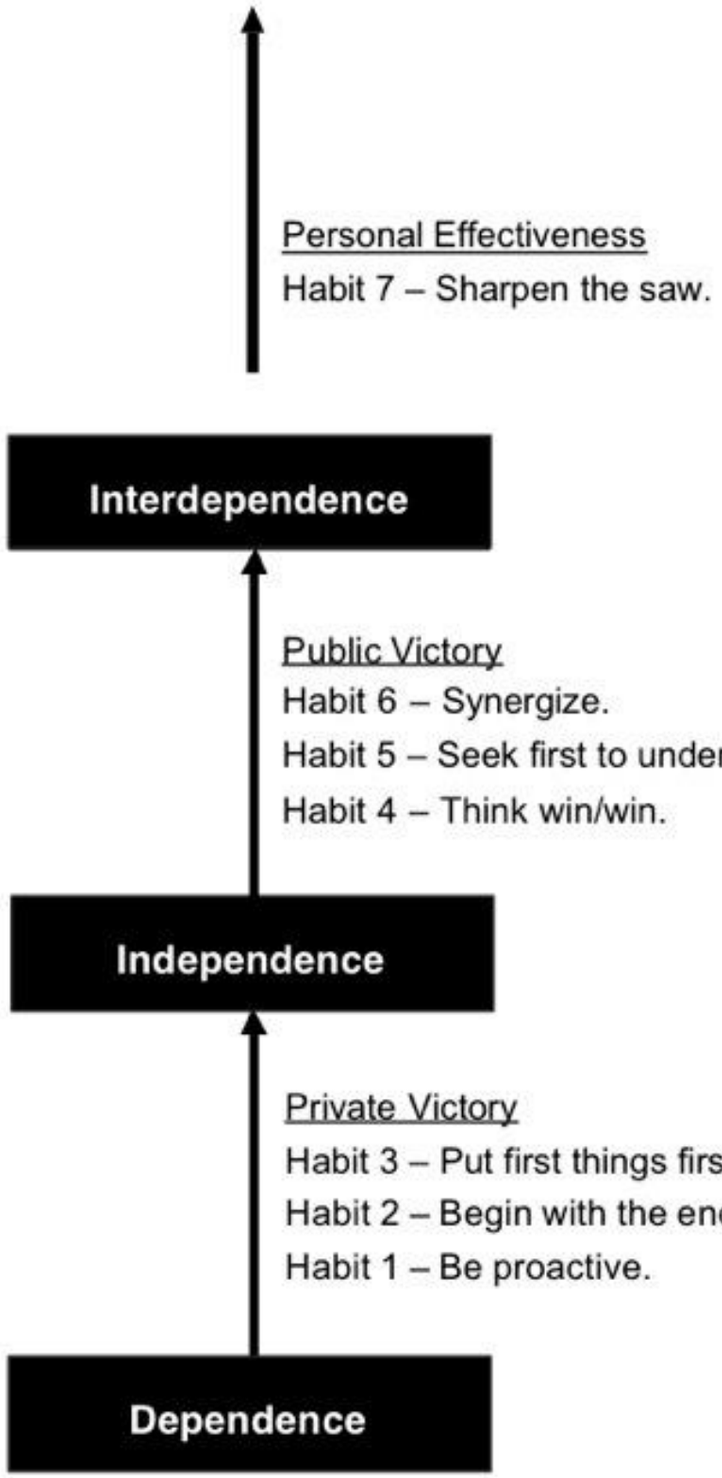
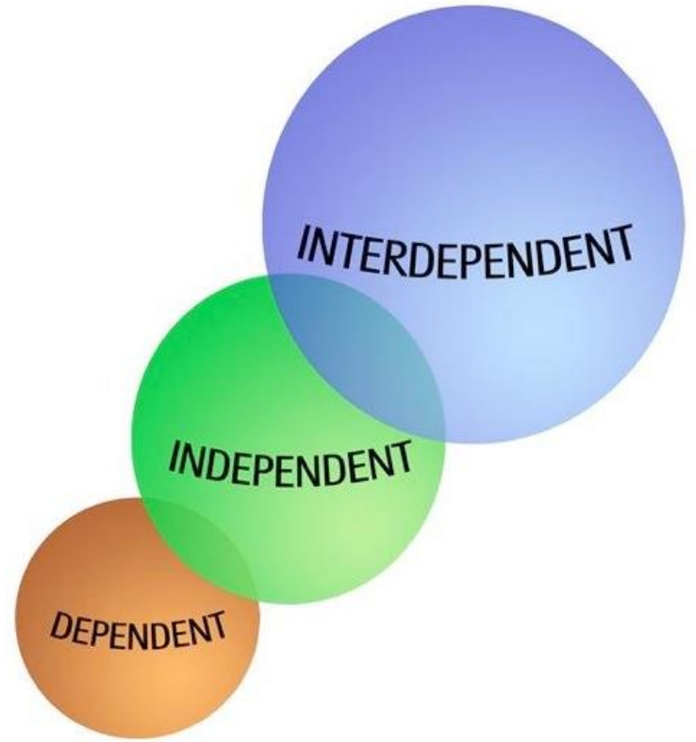
AWARENESS ⇨ ACTION





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AWARENESS → ACTION

HABIT NR. 1 **BE PROACTIVE**

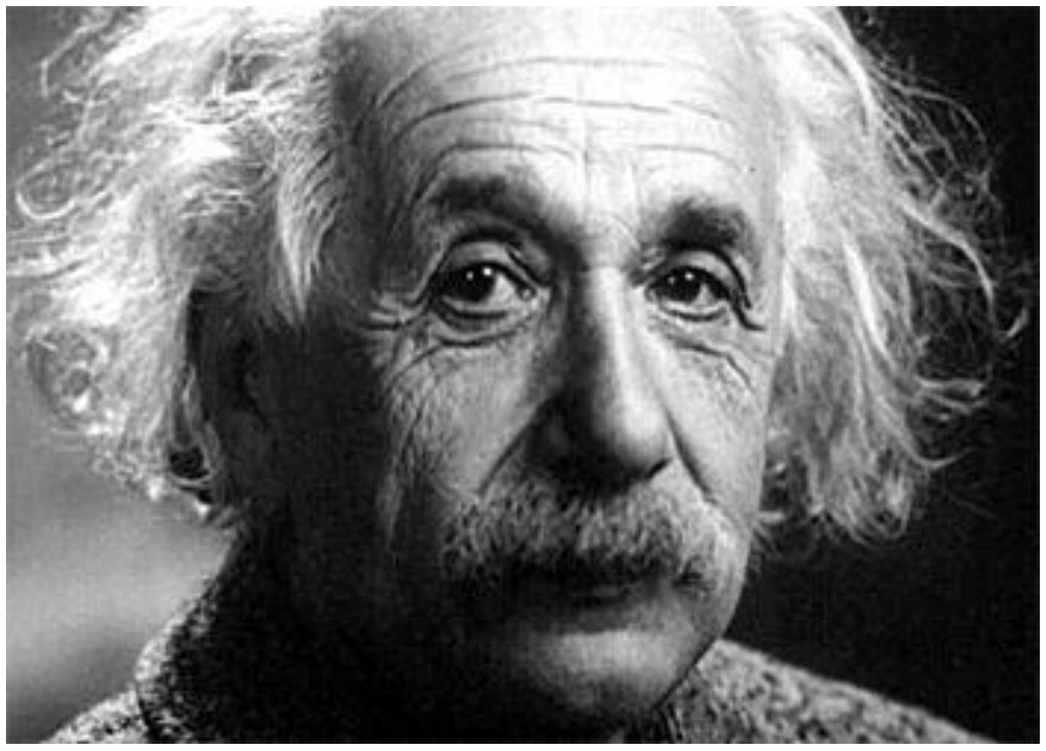
Self-awareness - the ability to control thoughts

Imagination - the ability to mentally create a new reality.

Conscience - an inner awareness of right and wrong

Independent will - the ability to act on thoughts

"The significant problems we face cannot be solved at the same level of thinking we were at when we created them."
— Albert Einstein



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AWARENESS ⇨ ACTION

HABIT NR. 2 **BEGIN WITH THE END IN MIND**

(more in depth details upcoming)

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AWARENESS ➡ ACTION

HABIT NR. 2 **BEGIN WITH THE END IN MIND**

(**APPLICATION**)

Create S.M.A.R.T. Goals

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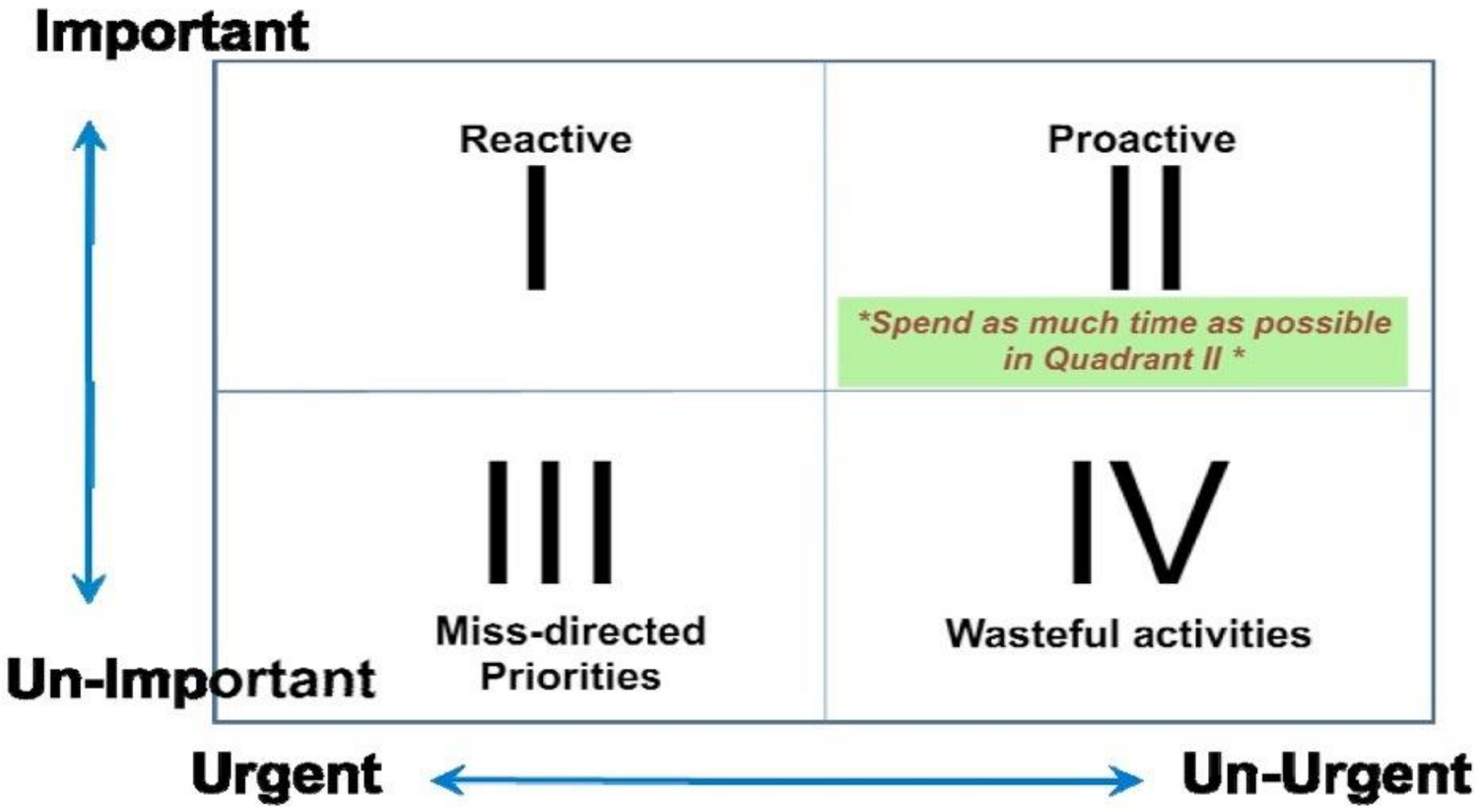
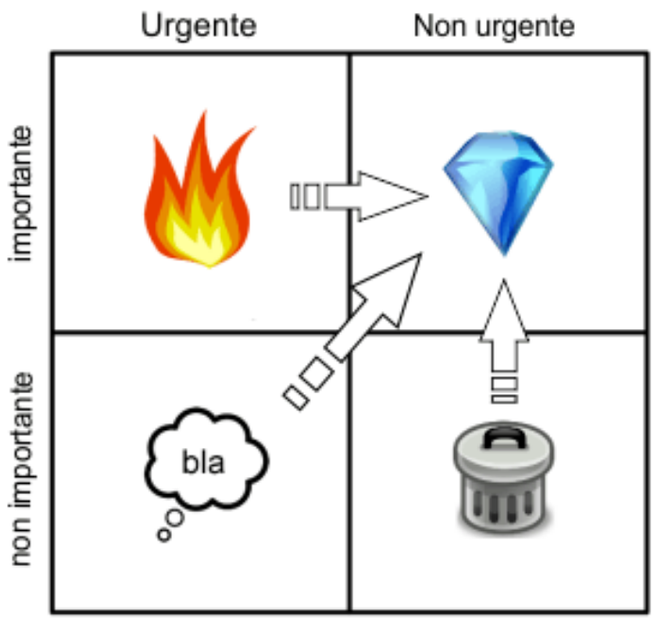
AWARENESS ⇨ ACTION

HABIT NR. 3 **FIRST THINGS FIRST**





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AWARENESS ⇨ ACTION

HABIT NR. 4 **THINK WIN / WIN**

Attitude (mental approach) win / win - see character / recurring mindset (for win-win focusing on relationships)

Aptitude (actual practical skills, know-how) win / win - set up of agreements (geared towards win/win)
- set up of systems (reward win/win or win/lose?)
- set up processes (separate person from the problem, go to the real cause of it not simply to the way it is perceived.

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AWARENESS ⇨ ACTION

HABIT NR. 5 **SEEK FIRST TO UNDERSTAND BEFORE BEING UNDERSTOOD**

Active listening vs Passive listening

(***Aptitude*** & ***Attitude*** at play)

No mutual understanding with passive listening

Aspect of Empathy is also a key factor;
what is empaty?

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AWARENESS ⇨ ACTION

HABIT NR. 6 **SYNERGYZE**

Aware integration of differences in ***Attitudes*** & ***Aptitudes*** it's at the basis of effective teamwork and individual development originating from it.

Diversity (in how many ways can be diversity manifested?) has an important role in Synergizing it is perceived and utilised as a kev asset.

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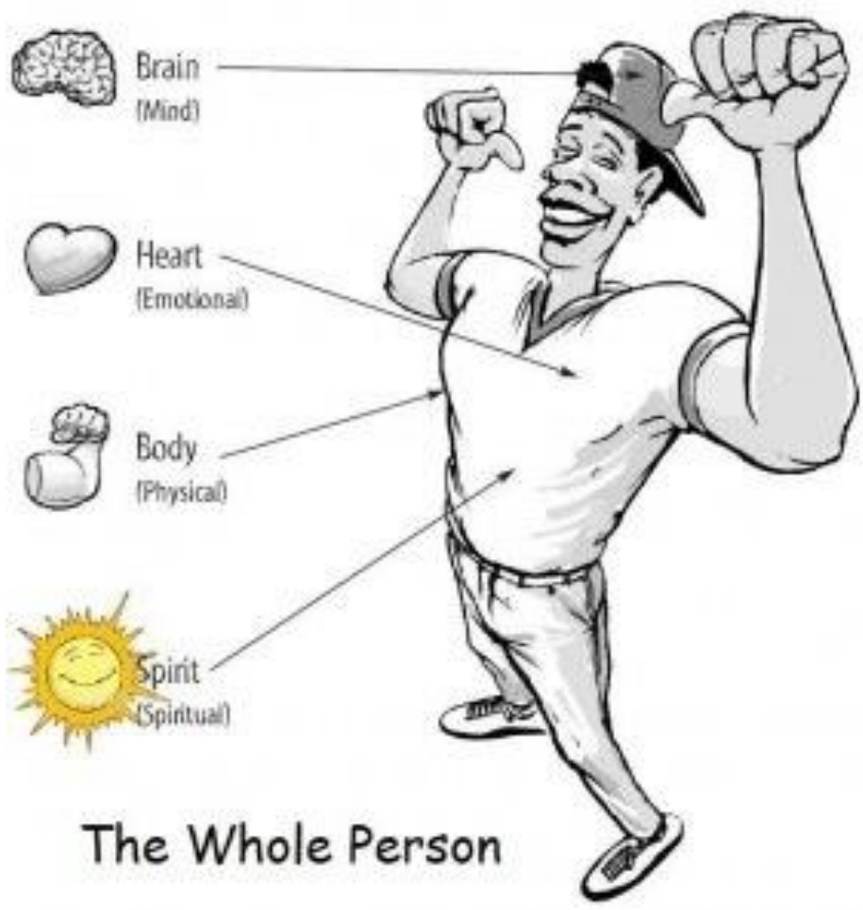
AWARENESS ⇨ ACTION

HABIT NR. 7 **SHARPEN THE SAW**

Take time on a regular basis to care and develop 4 key dimensions:



Mental (know-how)

Social/Emotional
(relationships Attitudes & Aptitudes focus)

Physical (outer)

Spiritual (inner)

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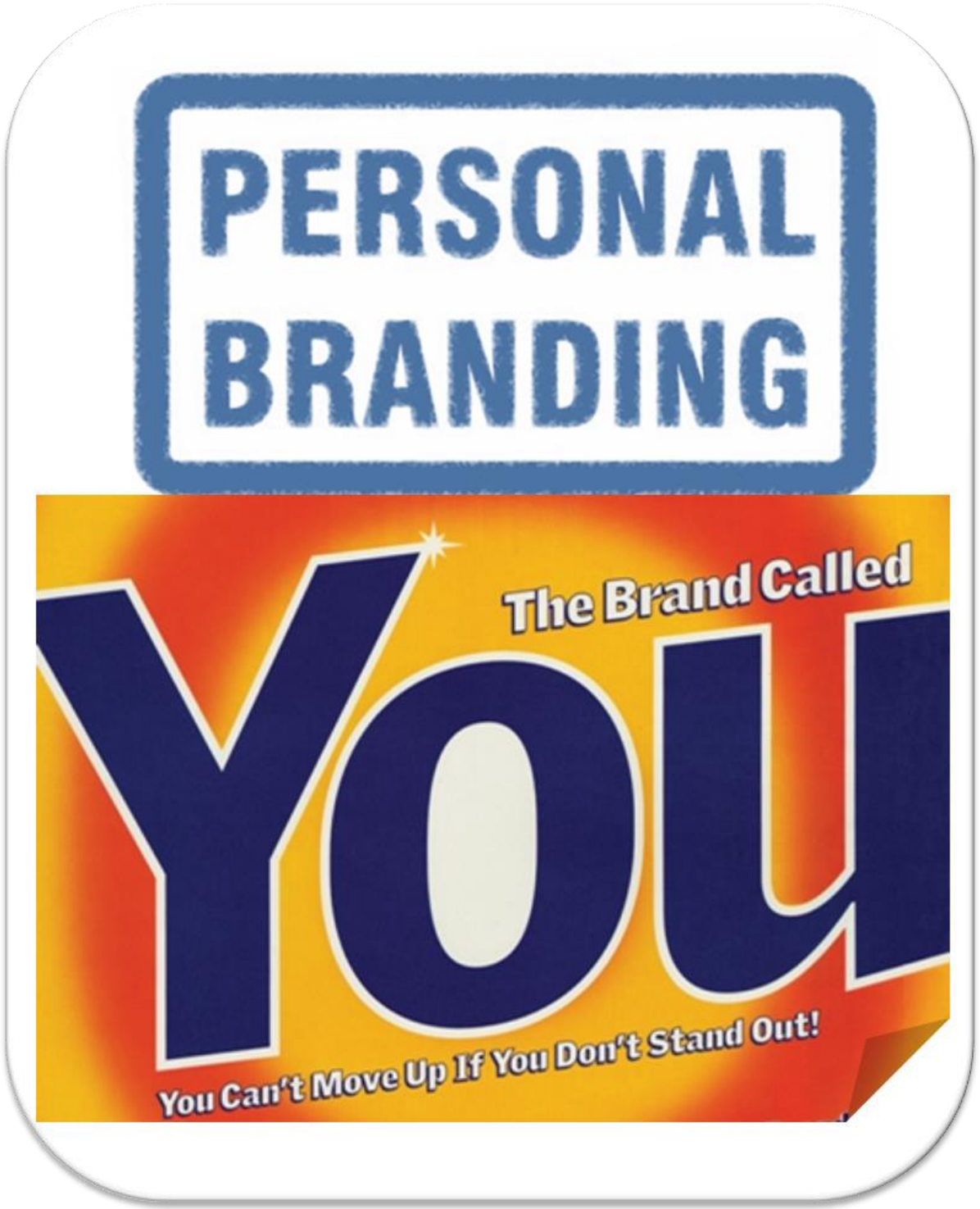
AWARENESS ⇨ ACTION



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YOUR VISION, YOUR MISSION AND SUPPORTING VALUES

"Vision is the guiding theme of your personal life and professional career. Your vision is a long-term picture that establishes your priorities for making short-term decisions."

"Create a social network for the actual development of struggling global communities."

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“Mission describes your fundamental purpose. It guides the planning and implementation of your vision. It’s a description that encompasses your own personal objectives, long-term goals, and guiding philosophy.”

“Complete the PhD Plus and develop a successful project enabling me to get within the right technical, social and financial networks to fully shape and develop my vision.”

“Values are the basic principles that guide the day-to-day actions from an operational and strategic point of view.”

Actual Behaviors -------- > Actual Values

“To pursue my mission I am following the PhD Plus on the basis of the following values: commitment, continuos focus, cooperation with others.”

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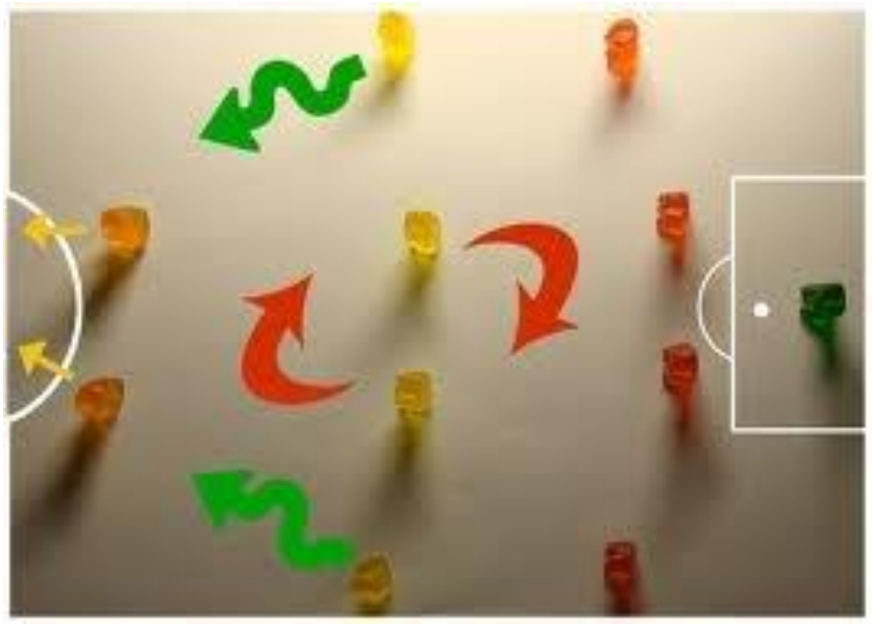
“Think of **Goals** as the dots you connect to create the picture described by your vision and mission. They are the short-term milestones that will keep you on track and help you achieve your greater mission.”

Strategy =
Vision and Mission

Tactics = Goals



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PERSONAL BRANDING CANVAS

Personal Branding Canvas

Designed for:

Designed by:

on: Month | Day | Year

Iteration: N°

Who You Are (Core Identity)

What makes you a special person?
CATEGORIES:
- Physical characteristics & Style
- Personality
- Personal and professional history, heritage
- Culture, education, interests and passions
- Supported causes
- Values, purpose, vision

What You Do (Offering)

What features or capabilities does your Audience value?
What relevant services or products do you offer?
CATEGORIES:
- Services & Products
- Hard & Soft skills
- Customer Relationship style

Why You Are Credible (Reasons to believe)

What makes you credible to the Audience?
CATEGORIES:
- Resume, Portfolio & track record
- Certifications, training and learning results
- Roles in associations, pro bono activities
- Endorsement of relevant stakeholders
- Academic roles & Publications
- Intellectual property
- Objects, possessions, resources, etc.

What Benefits (Key Benefits)

What Benefits do your Customers enjoy
When dealing with you?
BENEFITS:
- Functional
  (the problem they see solved and/or needs satisfied)
- Emotional *(how they feel)*
- Self-expressive
  (the kind of person they think they become)
- Social *(type of people they can relate to)*

Why You (Positioning)

Consider all the other higher blocks of the Canvas:
what is the distinctive element that makes you different from your competitors and appealing to the Audience?
POSITIONING CHECKLIST:
Consider the "position" you gain in the mind of the Audience, when compared to your competitors:
- Is it credible, specific and distinctive?
- Is it relevant to the customer need?
- Does it imply a clear and compelling set of benefits?
- What size of market is related to it?
- Does it justify a premium price?
- Does it capitalize on a competitor's actual or latent durable weakness?
- Can it be imitated by competitors?
- What is the strong Customer motivation behind it *(insight)*?

How They Know You (Communication)

How do you become known by your Audience?
Through which Channels do you reach your Audience?
How do you create relationships with you Audience?
CATEGORIES:
- Visual and verbal identity *(logo, tagline, etc.)*
- Storytelling
- Publicity, PR, Networking
- Sponsorship & Advertisement
- Events & Presentations
- Digital Marketing, etc.

Who Needs to Know (Audience)

For whom do you create value?
Who are your most important Customers?
Who influences your Customers?
Who helps you develop your Brand?
CATEGORIES:
- Customer segments
- Influencers
- Communities and tribes *(online and offline)*
- Public opinion

What You Need (Key Investments)

In which Key Partners, Key Activities or Key Resources
do you invest or must you invest to successfully Brand yourself?
CATEGORIES:
- Marketing & Communication
- Assets and physical resources
- Suppliers, consultants & partnerships
- Time
- Training
- Intellectual Property

What You Get (Results)

What results or benefits do you get or do you want from your Personal Brand?
How are you perceived? How do you want to be perceived?
What do they say about you? What do you want them to say about you?
CATEGORIES:
1. Visibility, awareness, recognition & memorability
2. Leadership, respect, image, reputation
3. Differentiation, perceived quality, relevance
4. Premium price, market share
5. Loyalty, retention, advocacy

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Created by Centenaro.it and People.me - Adaptation of the Personal Business Model Canvas businessmodelyou.com - businessmodelgeneration.com

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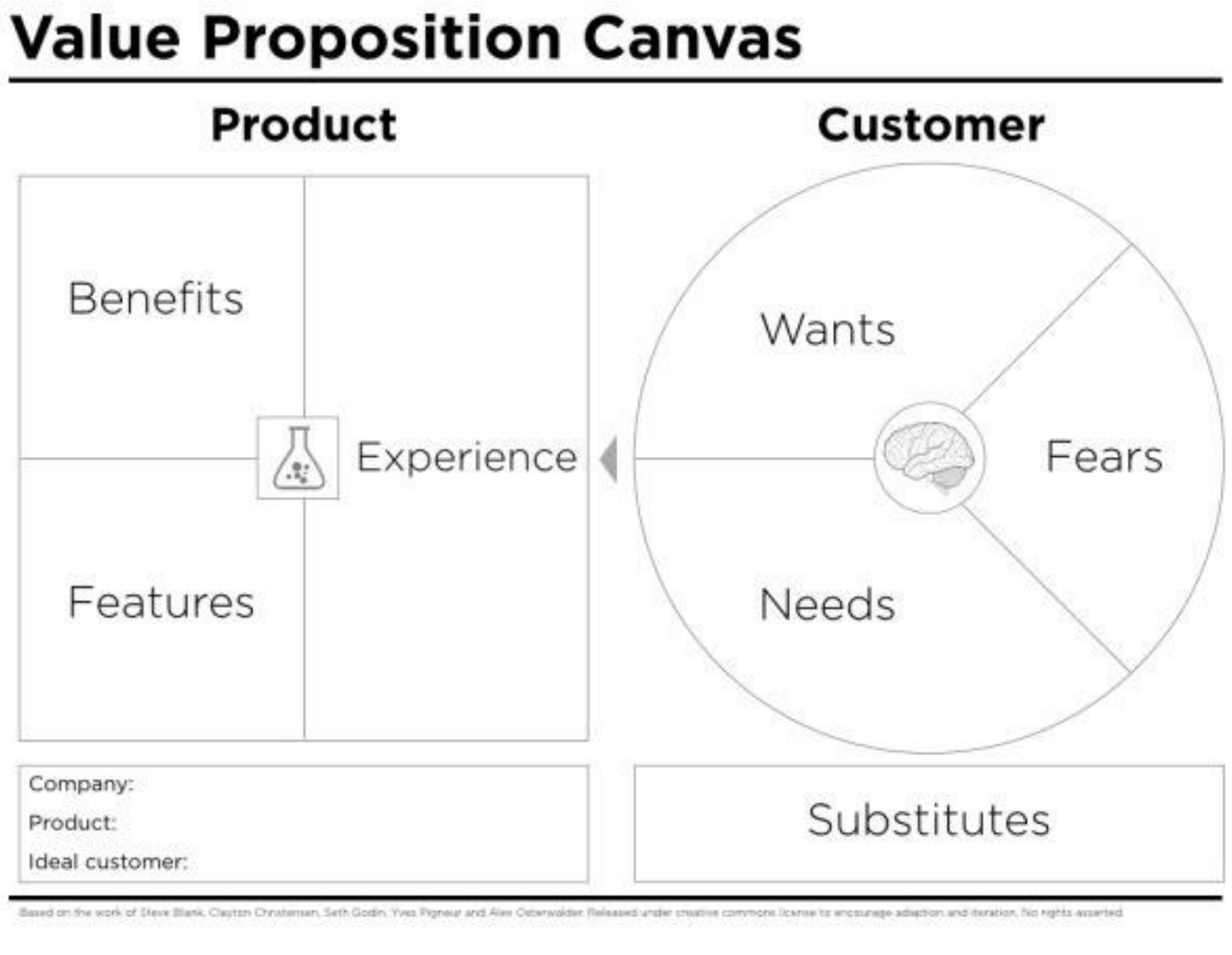
PERSONAL BRANDING

BRANDING OF YOUR PROJECT

BASIC SYNTHESIS TO CHALLENGE ASSUMPTIONS ON YOUR INNOVATION



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NOW LET YOUR PROGRESS JOURNEY BEGIN!

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(references available upon request)

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