



The Human Centered Brand

NELA DUNATO

.....

A **BRAND** IS A COLLECTION OF
IMPRESSIONS THE **AUDIENCE**
HAS ABOUT AN ORGANIZATION,
A PRODUCT OR A PERSON.





YOU DON'T HAVE TO PLAY BY THE
SAME RULES AS THE BIG BRANDS.





Paul Jarvis

PJRVS.COM

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CLIENTS DON'T CONNECT WITH
COMPANIES – THEY FORM
RELATIONSHIPS WITH **PEOPLE.**

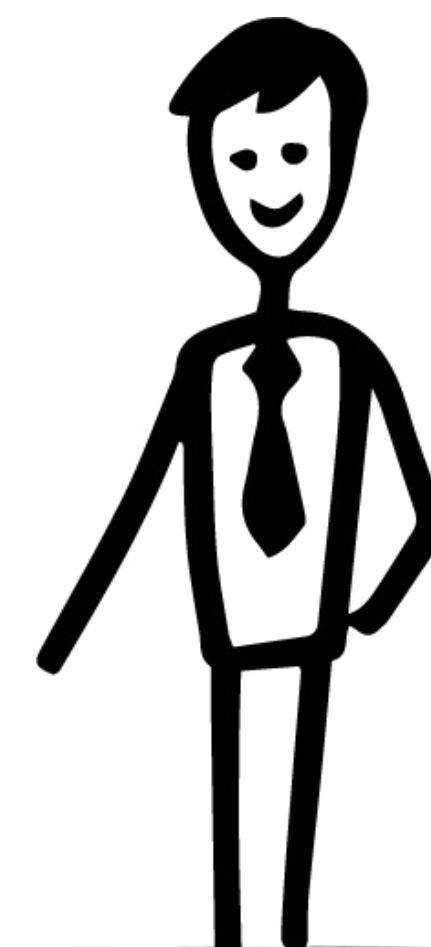


THE RULES OF BRANDING ARE
VERY DIFFERENT FOR **SERVICES**
AND **PRODUCT** BUSINESSES.





BRANDING



IS THE
BRIDGE USED TO
OVERCOME THE
TRUST GAP

THE COSTS OF HAVING A WEAK,
IMPERSONAL BRAND ARE HIGH.





STOP
IMITATING
CORPORATIONS



THE REAL FOUNDATION OF YOUR
BRAND ARE THE **PEOPLE** WHO
WORK IN YOUR COMPANY.



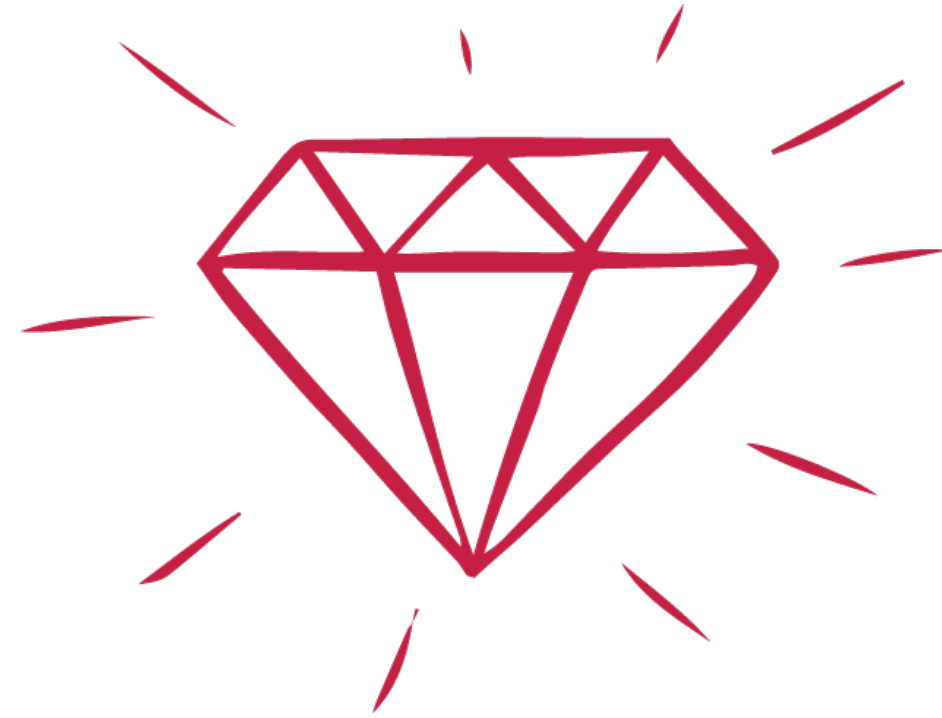
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YOUR CLIENTS COUNT ON **YOU** TO
BE THERE FOR THEM AND HELP
THEM WITH THEIR PROBLEM.

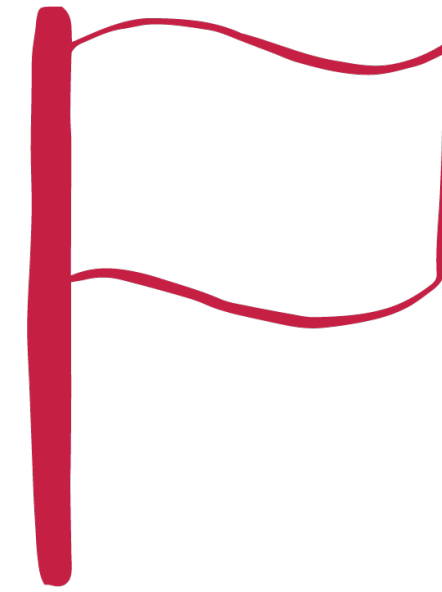




Who are we?



***What value do
we provide?***



***What do we
stand for?***



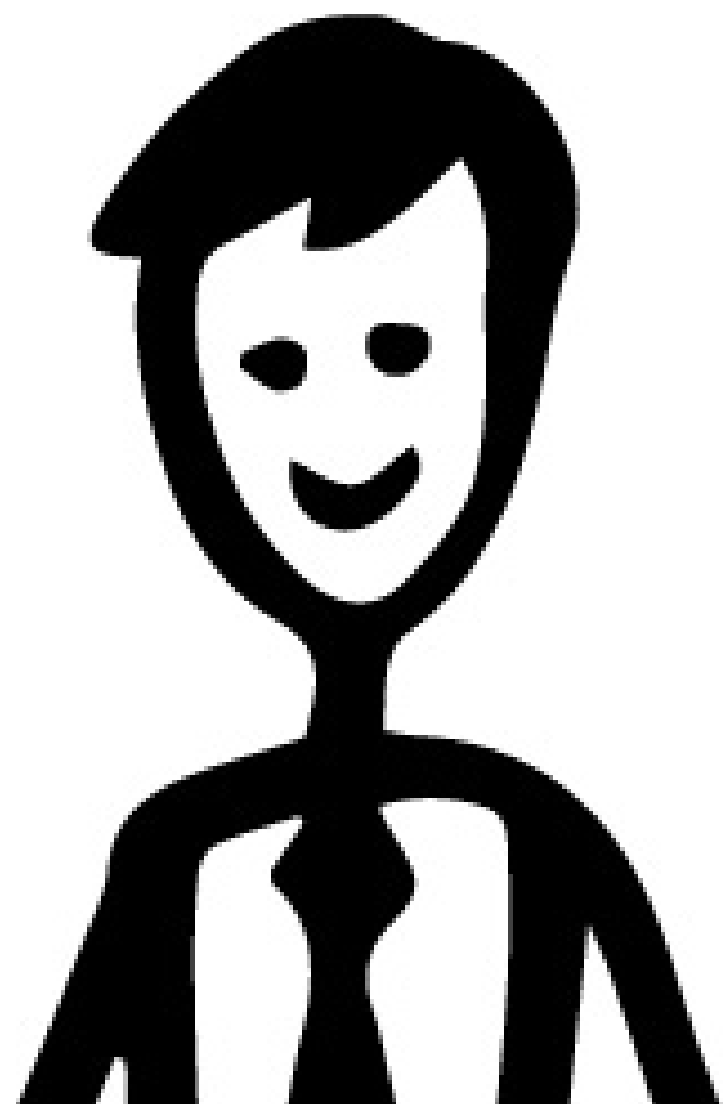
***Who do we
serve?***

QUESTION #1

Who are we?



**WHAT
WOULD
YOUR CLIENTS
SAY ABOUT
YOU?**



YOUR BRAND IS REPRESENTED
BY THE PEOPLE WHO ARE IN
TOUCH WITH YOUR CLIENTS.





USE YOUR FRIENDS' AND YOUR CLIENTS'
WORDS TO DESCRIBE WHO YOU ARE.





WEB.BURZA.HR

.....



QUESTION #2

What value do we provide?



“Value is transformation. If the transformation isn’t clear, neither is the value of what you’re offering. “Life coaching” isn’t value. “Website design” isn’t value. “Jewelry” isn’t value.

Value is telling someone how their idea of themselves, their environment, their relationships, their skills, or their behavior will change as a result of using your product. Value is making it clear that there’s a Before and an After and making that story come alive on the page, on the call, or in the conversation.”

TARA GENTILE
TARAGENTILE.COM



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CLIENTS CARE ABOUT THE
TRANSFORMATION. THEY NEED
YOUR HELP TO BECOME A BETTER
VERSION OF THEMSELVES.



QUESTION #3

What do we stand for?



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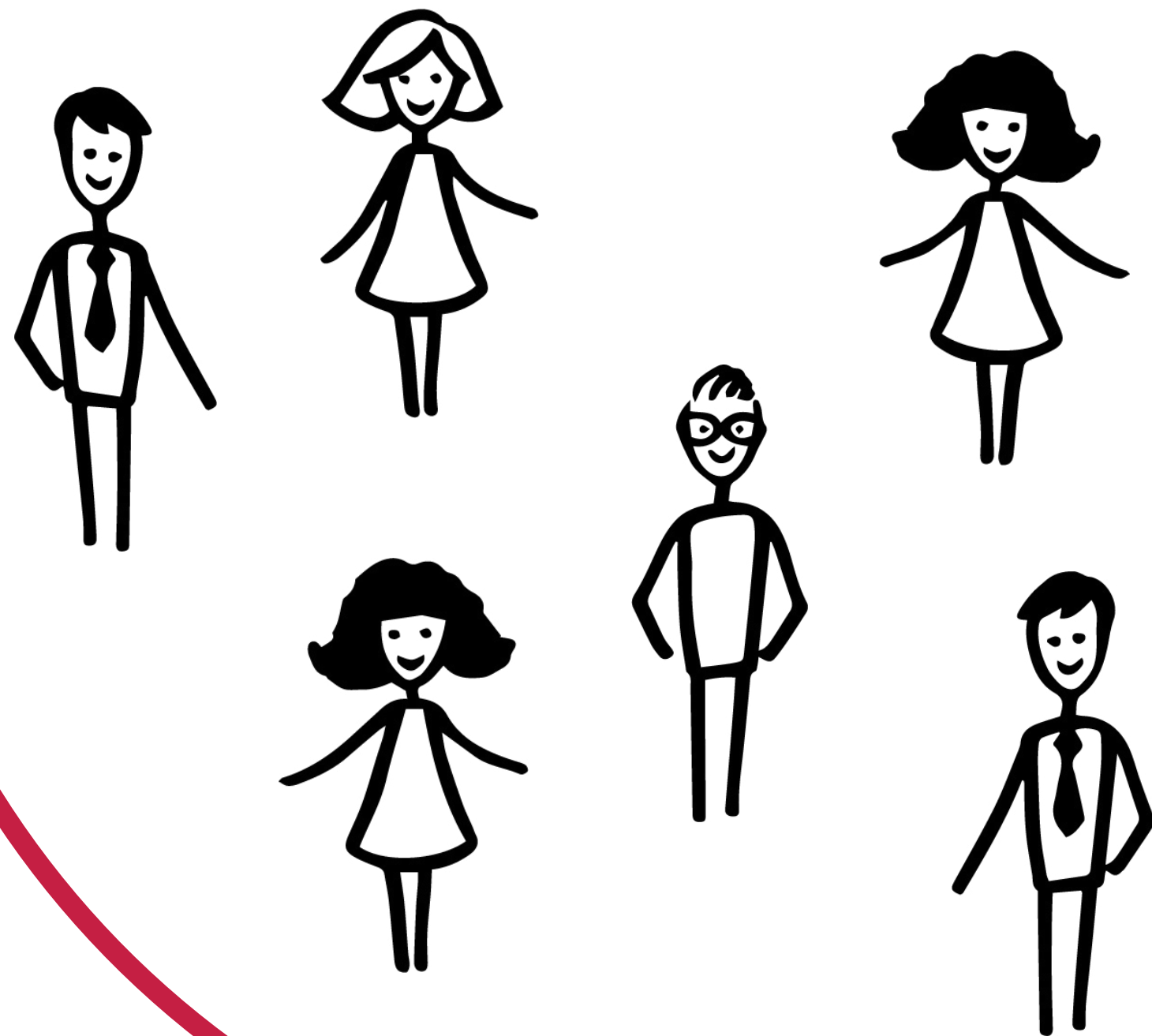
THIS IS SOMETHING WE WOULD
NEVER COMPROMISE ON.

THIS IS WHAT **ALL** OF OUR
EMPLOYEES AND CLIENTS NEED
TO GET ON BOARD WITH.

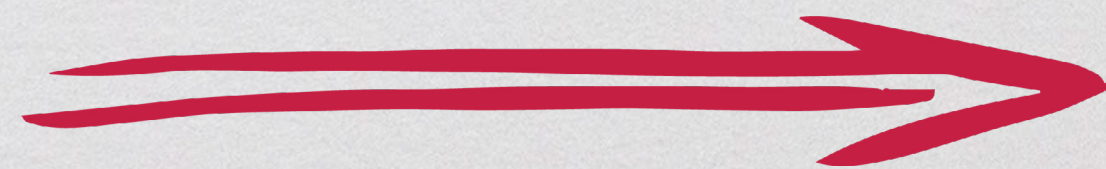


**CULTURE
FIT**

SKILLS



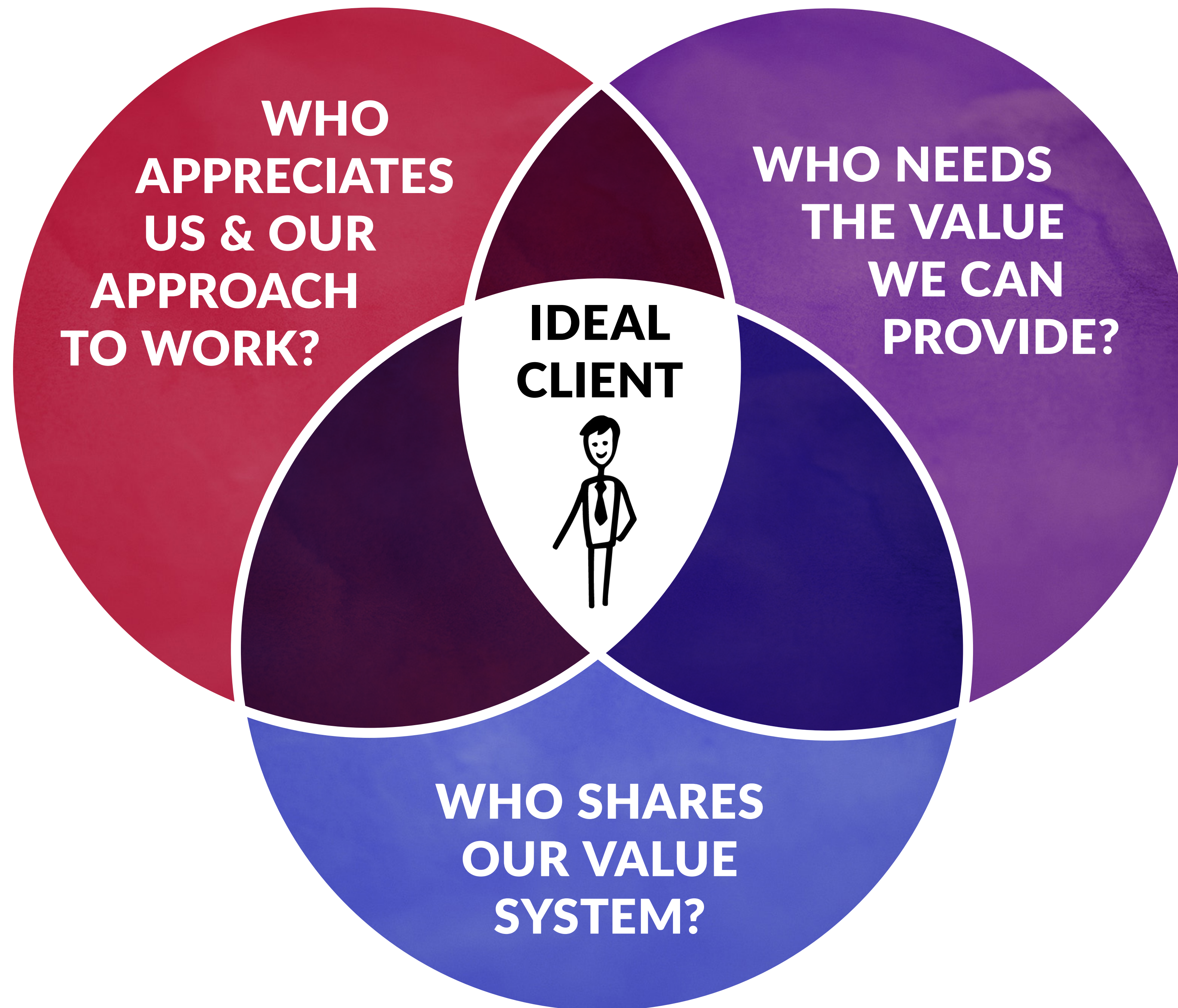
YOUR
MISSION:
YOUR
VALUES IN
ACTION



QUESTION #4

Who do we serve?









YOUR CLIENTS DEFINE YOUR CULTURE.



Why Human Centered Branding Works



BEING “ON BRAND” IS **EASY**



IT ATTRACTS **THE BEST PEOPLE**
TO YOUR BUSINESS



IT DRIVES A HEALTHY
COMPANY CULTURE



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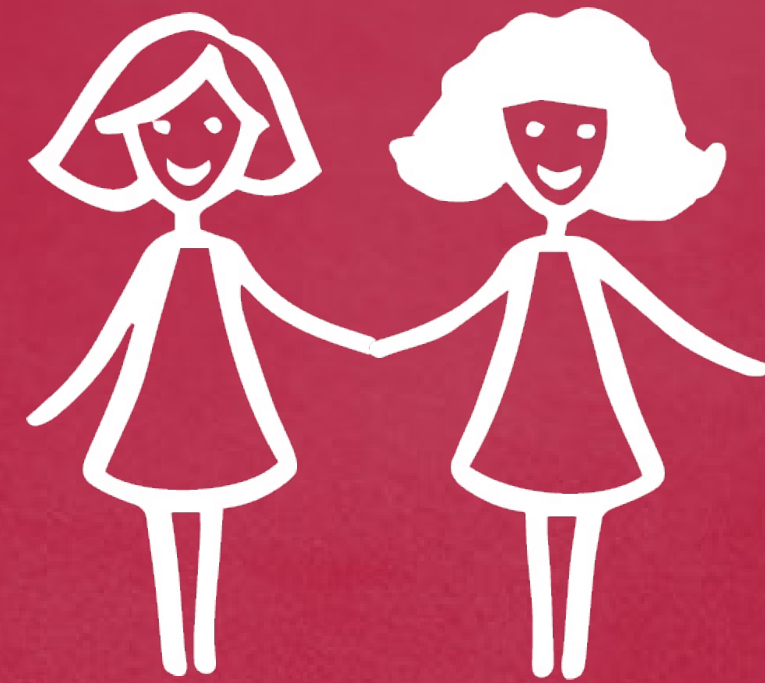
BEING ORIGINAL & DIFFERENT IS GOOD
FOR BUSINESS – AND THE EASIEST WAY
TO BE DIFFERENT IS TO **BE YOURSELF.**



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WE NEED MORE **TRANSPARENCY**
AND **AUTHENTIC CONNECTION**
IN BUSINESS.





RELATIONSHIPS YOU FORM
WITH YOUR CLIENTS ARE YOUR
BEST BUSINESS TOOL.



THE WAY TO SUCCEED IS TO
ACTUALLY **CARE ABOUT YOUR**
CLIENTS, AND START SHOWING IT.



Thank
You





FIND OUT MORE ABOUT THE BOOK:
humancenteredbrand.com

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@nelchee

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bit.ly/hcbtalk