

Build Your Brand With the Power of Story Type



The Storybranding Group

FIND & UNLEASH YOUR VOICE

Presented by Cindy Atlee
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“Don’t ask what the
world needs.
Ask what makes
you come alive,
and go do it.”

-Howard Thurman



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Today's agenda

- Explore personal and professional branding in a coaching context
- Experience the power of knowing and applying your story type
- BONUS: Learn about a coaching framework for:
 - Leadership/career coaching
 - Team building and employee engagement
 - Organizational culture development



Brand: A mark of ownership

BRANDING



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Brand: A sustainable differentiator



Brand: Authentic animating presence



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Where's your branding power (#1)?

- Bringing your best self to life in a way that has felt impact for others
- Conveying the power and passion you've probably always had to motivate and engage



A powerful brand
translates the
motivation that
fuels you *internally*
into an identity
that's motivating to
others *externally*



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Where's your branding power (#2)?

- Becoming *known well* for who you really are
- Expressing the story you're moved to tell with your business/career in a way that draws others in



So what *is* a brand?

- Foundational, thematic strategy
- Blueprint for communications
- Guidance system for behavior
- Fuel for your authentic attraction field



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Climbing a brand-focused ladder

Rung	Base	Task	Staying Power
Four	Story	Motivates	Very high
Three	Values & Feelings	Connects	High
Two	Benefits	Promotes	Moderate
One	Attributes	Informs	Low
Below ground	Category	Associates	Very low



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Why use story type for branding?

- Creates instant recognition & relevance
- Speaks to unconscious motivators & needs
- Levers strengths & values
- Taps meaning & purpose
- Conveys a “happy ending” or promise

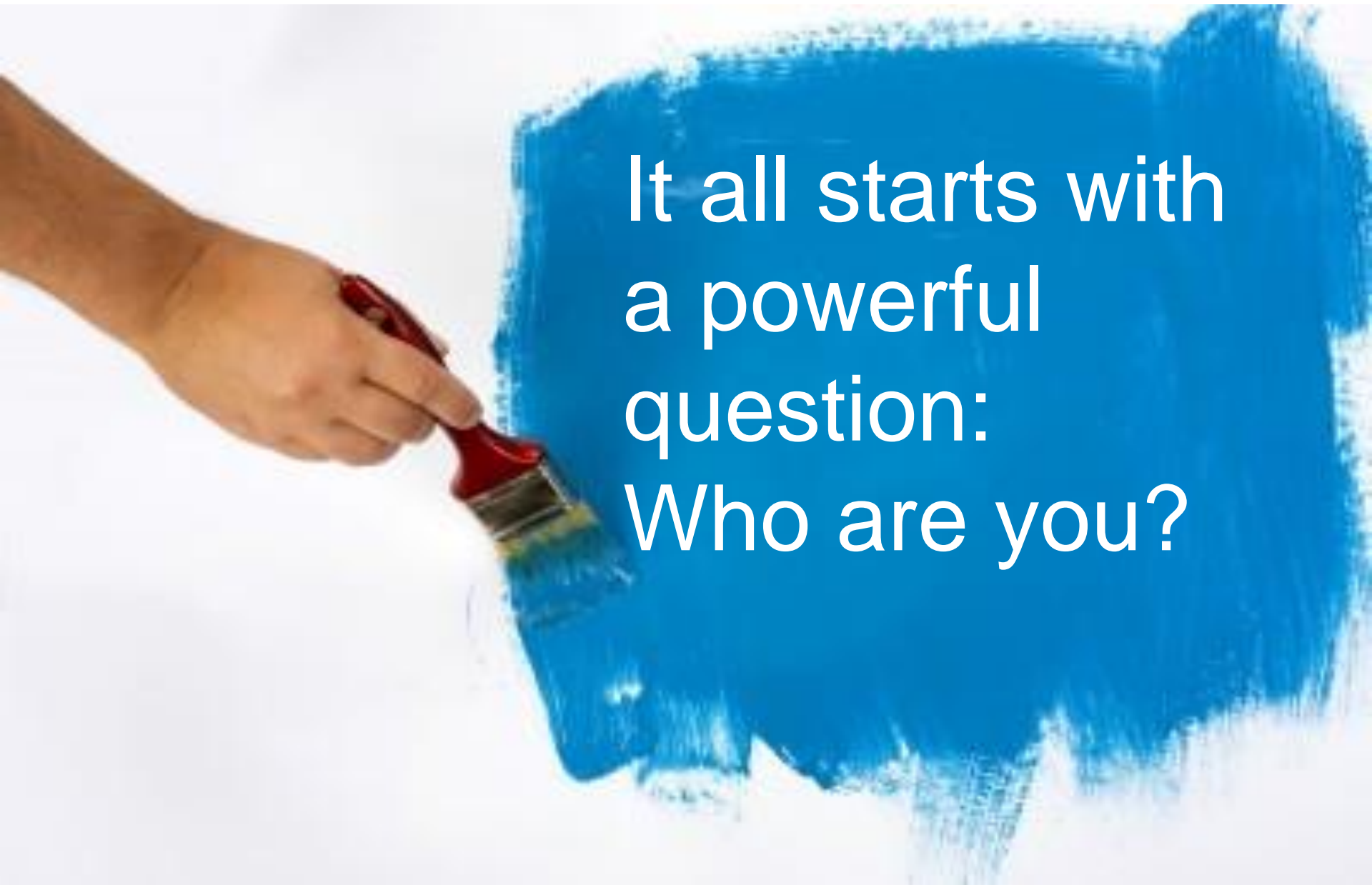


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Story type is a metaphor for value

- Radiates authenticity
- Implies a quest, a conflict and a resolution that you provide
- Positions you as an active, energetic participant and contributor





It all starts with
a powerful
question:
Who are you?



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Who are you right now?

- Everyperson
- Lover
- Jester
- Caregiver
- Creator
- Ruler
- Hero
- Revolutionary
- Magician
- Innocent
- Explorer
- Sage



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Organizational brands you know

The Caregiver

- Taking care of others



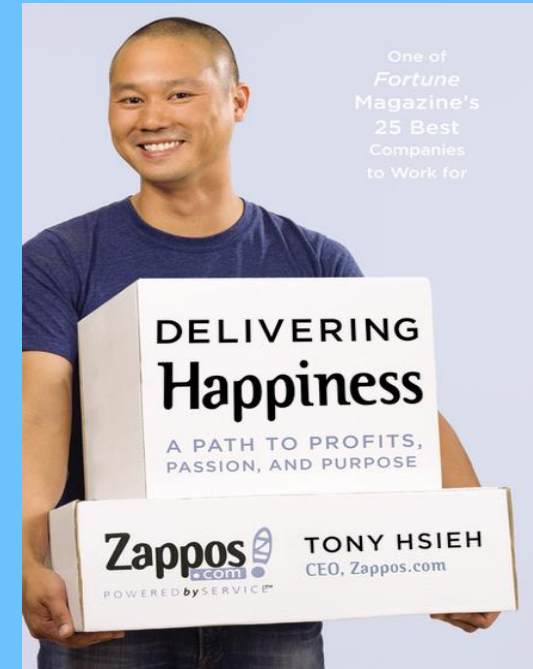
The Everyperson

- Democratizing the skies



The Innocent

- Delivering happiness



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Personal brands you know

The Explorer

- Getting there first



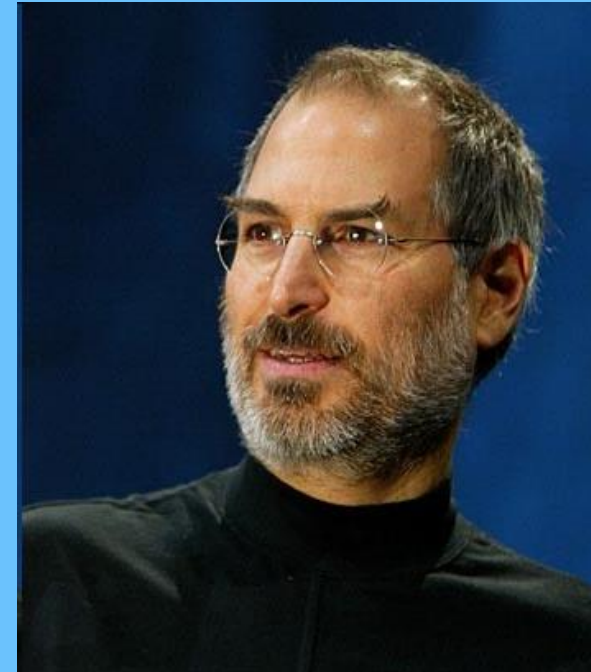
The Sage

- Offering accessible wisdom



The Revolutionary

- Thinking differently



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Coaches you know

The Creator

- Always generating ideas



The Ruler

- Orchestrating progress



The Lover

- Appreciating individual gifts and talents



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Creating a story-based brand

- Build a brand platform
 - Cast yourself in a resonant role/storyline
 - Shape it with an identity/purpose/promise platform
- Tell your story in all your communications
 - Key messages, themes, personality, look/feel
 - Elevator speech, bios, web, social media, collateral
- Deliver an experience that supports your story
- OPTIONAL: Align with niche, subject, signature tool/method, cause, idea



Building your brand platform

Who?	Why?	What?
Identity = story/best self <ul style="list-style-type: none">• Your character & values• Your capacities & strengths	Inspiration = purpose <ul style="list-style-type: none">• Your reason for being• Fuel for your energy & motivation	Impact = promise <ul style="list-style-type: none">• Outcomes you'll deliver• Happy ending that will energize & motivate others

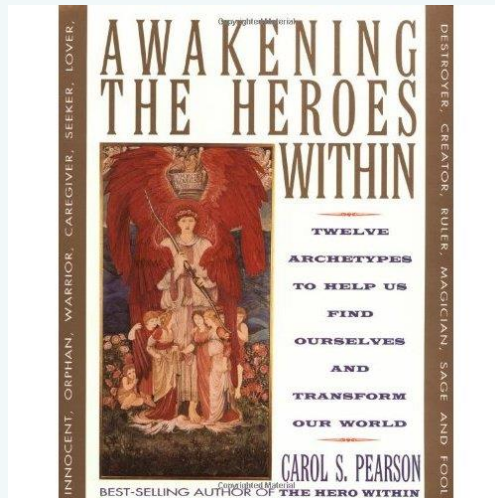


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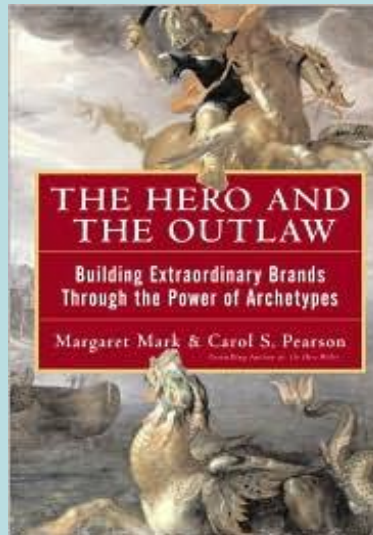
The inspiration

- Developed by Dr. Carol S. Pearson: Archetypal scholar/researcher, best-selling author; Director, UMd James McGregor Burns Academy of Leadership; President, Pacifica Graduate Institute
- Combines Carl Jung's work with Maslow's motivational theory

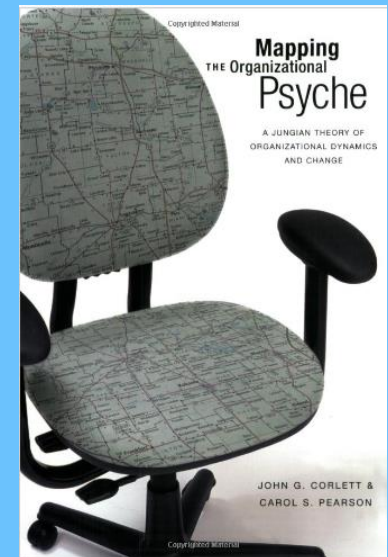
Personal Growth



Brands



Organizations



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The foundational system

Human need (emotional, values-based)	Task orientation (rational, strengths-based)	Storyline (dynamic combination)
<ul style="list-style-type: none">• Stability/safety	<ul style="list-style-type: none">• Systems/structures (making things work)	<ul style="list-style-type: none">• Imagining (Creator)• Developing (Caregiver)• Strategizing (Ruler)
<ul style="list-style-type: none">• Mastery/self esteem	<ul style="list-style-type: none">• Production (getting results)	<ul style="list-style-type: none">• Performing (Hero)• Reforming (Revolutionary)• Transforming (Magician)
<ul style="list-style-type: none">• Belonging/relating	<ul style="list-style-type: none">• People/community (working with others)	<ul style="list-style-type: none">• Playing (Jester)• Empathizing (Everyperson)• Appreciating (Lover)
<ul style="list-style-type: none">• Freedom/self actualization	<ul style="list-style-type: none">• Learning/adaptation (growing)	<ul style="list-style-type: none">• Believing (Innocent)• Seeking (Explorer)• Thinking (Sage)



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Making things work (stability)

Creator



AKA:

- Innovator, Maker, Designer

Identity: Imagination

Style: Inventing

Values:

- Invention, ideation, authenticity, expression

Strengths:

- Generating ideas
- Improving/redesigning
- Shaping vision into form

Caregiver



AKA:

- Advocate, Altruist, Service Provider

Identity: Support

Style: Developing

Values:

- Compassion, kindness, generosity, dedication

Strengths:

- Responding to need
- Offering caring help
- Encouraging potential

Ruler



AKA:

- Conductor, Broker, Role Model

Identity: Stewardship

Style: Strategizing

Values:

- Effectiveness, progress, savvy, responsibility

Strengths:

- Claiming power
- Creating order
- Building accountability



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Getting results (mastery)

Hero



AKA:

- Competitor, Crusader, Team Player

Identity: Achievement

Style: Performing

Values:

- Discipline, determination, energy, action

Strengths:

- Rising to challenges
- Fighting for principles
- Accomplishing goals

Revolutionary



AKA:

- Troubleshooter, Game Changer, Populist

Identity: Radical thinking

Style: Reforming

Values:

- Activism, non-conformity, risk, re-engineering

Strengths:

- Challenging status quo
- Letting go
- Thinking outside the box

Magician



AKA:

- Change Agent, Alchemist, Healer

Identity: Vision

Style: Transforming

Values:

- Inspiration, intention, intuition, synchronicity

Strengths:

- Seeing possibilities
- Realizing future dreams
- Effecting change



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BONUS: A coaching framework

Step one: Assess

- Qualitative:
 - Inquiry/sorting
- Quantitative:
 - Professional Strengths, Values & Story Survey (SVSS)
- Free version:
 - www.storybranding.com/take-the-svss-survey/

Values	Strengths	Vision	Story
100 Total: 100	100 Total: 100	100 Total: 100	100 Total: 100
100 Total: 100	100 Total: 100	100 Total: 100	100 Total: 100
100 Total: 100	100 Total: 100	100 Total: 100	100 Total: 100
100 Total: 100	100 Total: 100	100 Total: 100	100 Total: 100

Step two: Activate

- Debrief, explore & apply:
 - Leadership/career coaching
 - Team building
 - Organizational culture building
 - Motivating & working w/others
 - Strategic/performance planning
 - Change management
 - Communication/voice/presence
 - Vision/mission/values



Working with others (belonging)

Jester



AKA:

- Truthteller, Humorist, Zen Master

Identity: Joyfulness

Style: Playing

Values:

- Wit, presence, fun, resourcefulness

Strengths:

- Lightening things up
- Finding clever solutions
- Being in the moment

Everyperson



AKA:

- Realist, Loyalist, Egalitarian

Identity: Interdependence

Style: Empathizing

Values:

- Unity, camaraderie, fairness, resilience

Strengths:

- Walking in others' shoes
- Fighting injustice
- Banding together

Lover



AKA:

- Partner, Harmonizer, Bon Vivant

Identity: Connection

Style: Appreciating

Values:

- Commitment, passion, emotions, enthusiasm

Strengths:

- Building relationships
- Following bliss
- Seeing what's special



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Learning/adapting (growth)

Innocent



AKA:

- Optimist, Cheerleader, Utopian

Identity: Idealism

Style: Believing

Values:

- Positivity, hope, renewal, simplicity

Strengths:

- Keeping the faith
- Knowing/living values
- Finding real happiness

Explorer



AKA:

- Navigator, Pioneer, Adventurer

Identity: Discovery

Style: Seeking

Values:

- Freedom, individuality, growth, integrity

Strengths:

- Seeing new perspectives
- Forging a unique path
- Guiding in rough terrain

Sage



AKA:

- Mentor, Investigator, Philosopher

Identity: Insight

Style: Thinking

Values:

- Knowledge, curiosity, clarity, reflection

Strengths:

- Analyzing/synthesizing
- Sorting truth from illusion
- Teaching/sharing wisdom



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Sample brand platforms

Identity = Story/best self	Inspiration = Purpose	Impact = Promise
• Creator	• Help others understand and express who they really are	• Give voice to what's best, most distinctive and appealing about you
• Lover	• Stir passion and aliveness in every human soul	• Ignite passionate commitment inside & outside organizational walls
• Magician	• Awaken others to their authentically-driven internal power	• Transform internal drive and energy into external success and contribution
• Explorer	• Blaze new trails and share the fascinating discoveries	• Stay on the leading edge in any marketplace




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BONUS: What's narrative intelligence?

- Ability to read motivational patterns in yourself and others so that you can:
 - Make & convey meaning
 - Establish context & discern significance
 - Build scenarios & predict outcomes
 - Appreciate divergent views
 - Shape a more naturally inspiring, influential voice
 - Tap into what's really going in within and around you for more effective interactions, management & leadership



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“The privilege of
a lifetime is being
who you are.”

-Joseph Campbell



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