

MOWBRAY

BY DESIGN

empower[me]nt

LOUISE MOWBRAY





personal brand





TOM PETERS

"The brand called you"

CEO, Me Inc.

SUCCESS

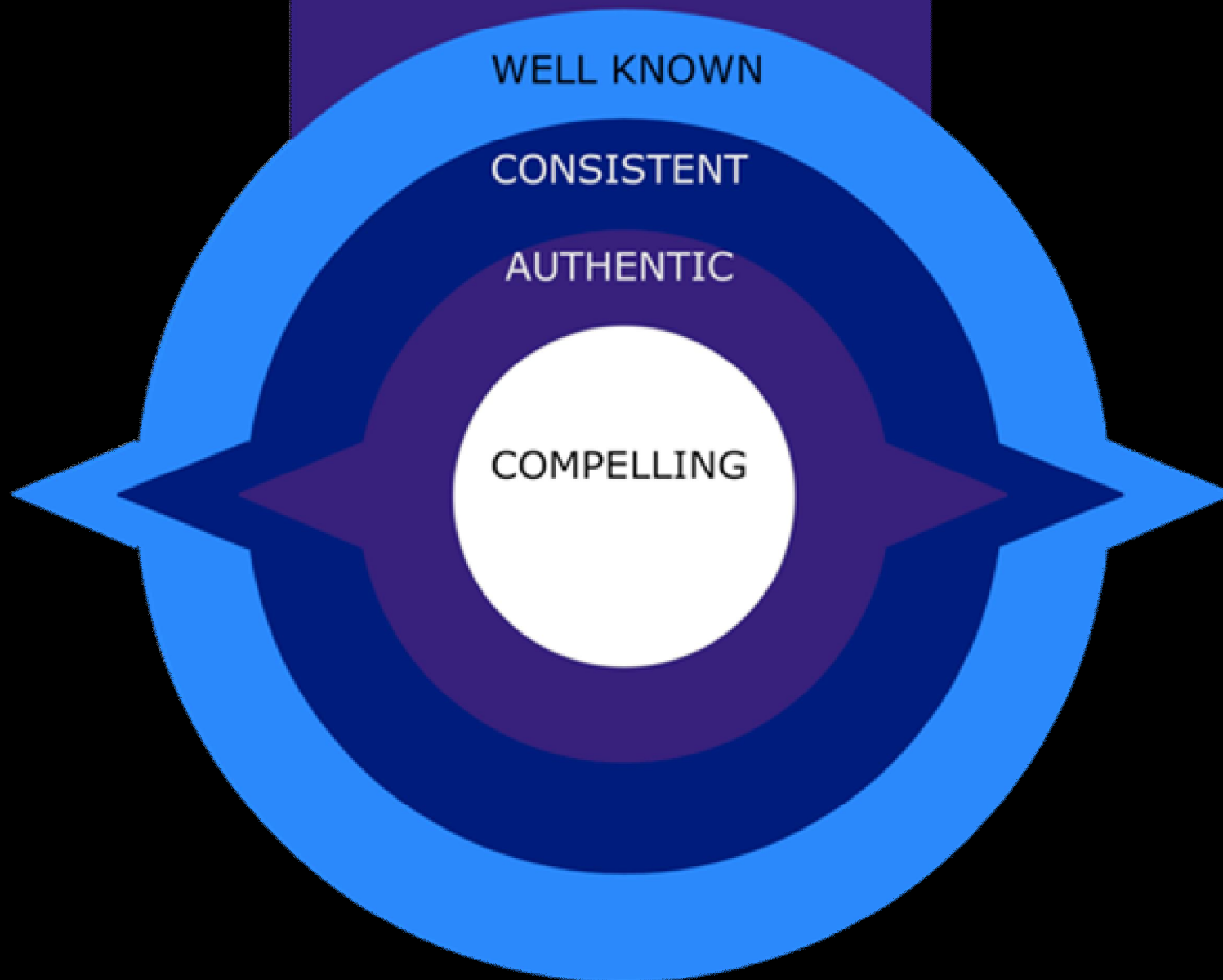
$$= (EQ + IQ) * SQ$$

Let's get started

Methodology



4 core principles



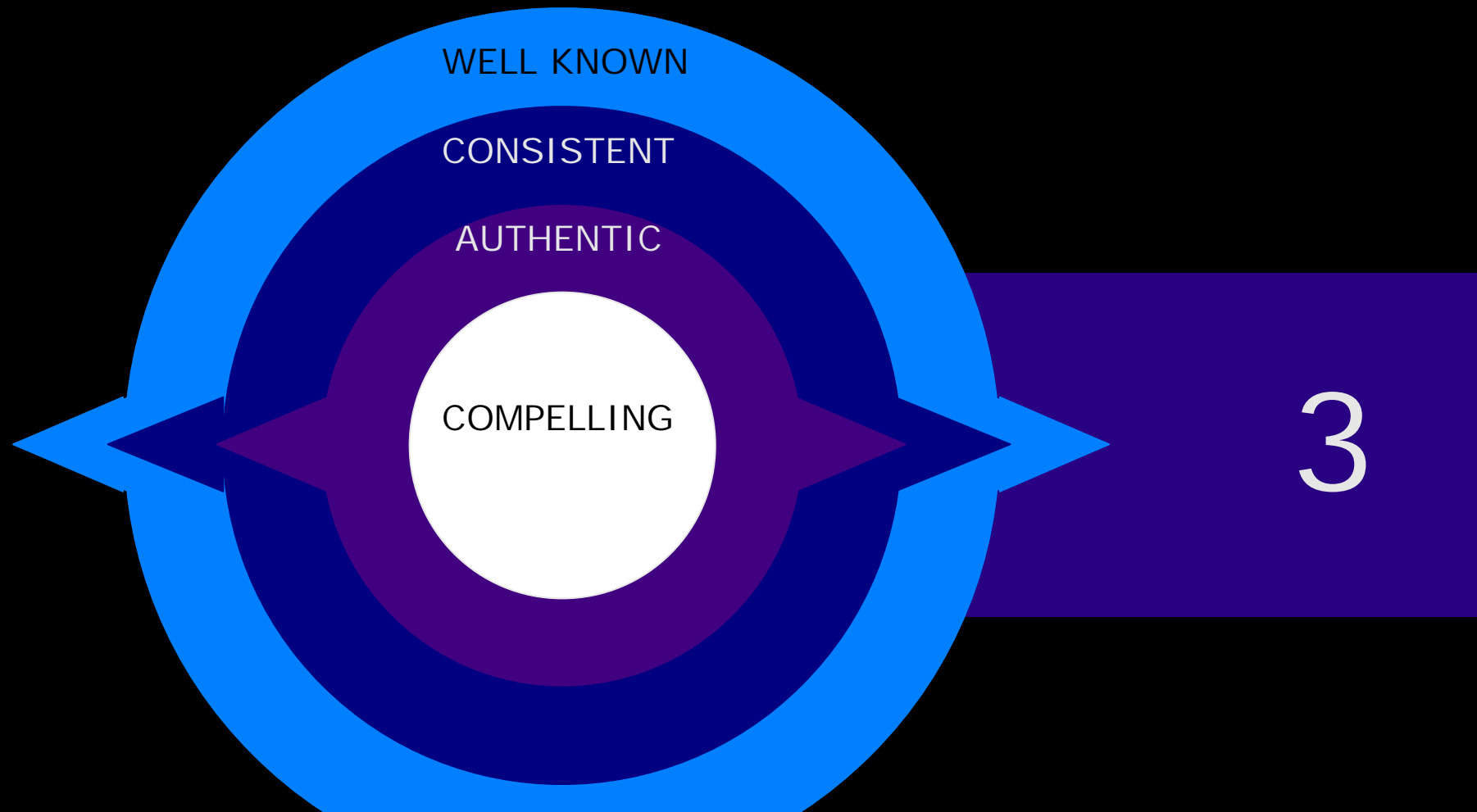
1

WHAT'S YOUR PURPOSE?

2



compelling?



What's your reputation?



"Oh, he's ok if you eat on the right side of him."

Markets / Audience

4

MARKETS / AUDIENCE	COMPRISED OF?	WHAT THEY ARE INSPIRED BY?
Clients	Individuals	Track record, experience, reliability, ability to 'make it happen', technical expertise, network, chemistry, instinct
Colleagues	Co-workers Team Future employees	The ability to 'learn and earn', leadership, experience, technical expertise, management skills
Head of Banking		Results, ability to transform the business, glamour, revenue
Introducers	Lawyers Agents Accountants Tax Advisors	Technical expertise, execution and honesty
Contacts	Individuals	Ability to network and connect people
Media	Journalists	Authority on the subject, technical expertise

5

Beyond 360°

First Impressions

7%

WORDS

93%

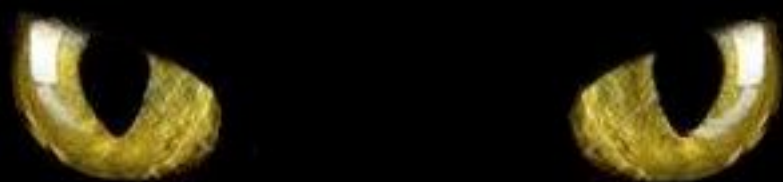
APPEARANCE

VOICE

BODY LANGUAGE

Research over the years tends to show that people who are well-groomed, well-mannered and well-spoken are **assumed** to be more competent.

James Maas, Professor of Psychology, Cornell University



INTRODUCE YOURSELF





Perception is a form of
reality...



\$1,000,000

The Learning Annex

"How to build your brand"

"She's a brilliant entrepreneur. I believe she can offer her knowledge and give back to other entrepreneurs. She's obviously brilliant, and my students would love her."

Bill Zanker, Founder

Vanilla anyone?



Not many people know:

1. I grew up in Cape Town but my parents are from Liverpool
2. I paint and have sold loads, which still surprises me
4. I've been to Brazil, China, Iceland, Australia, Romania, Namibia & Hawaii to mention a few, but never to Scotland

SPECIALISATION



7

Impact?

I look forward to hearing from you.

Kind regards

John

John Smith

Worlds Greatest Leader

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FINANCIAL TIMES

THE  TIMES

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The
Economist

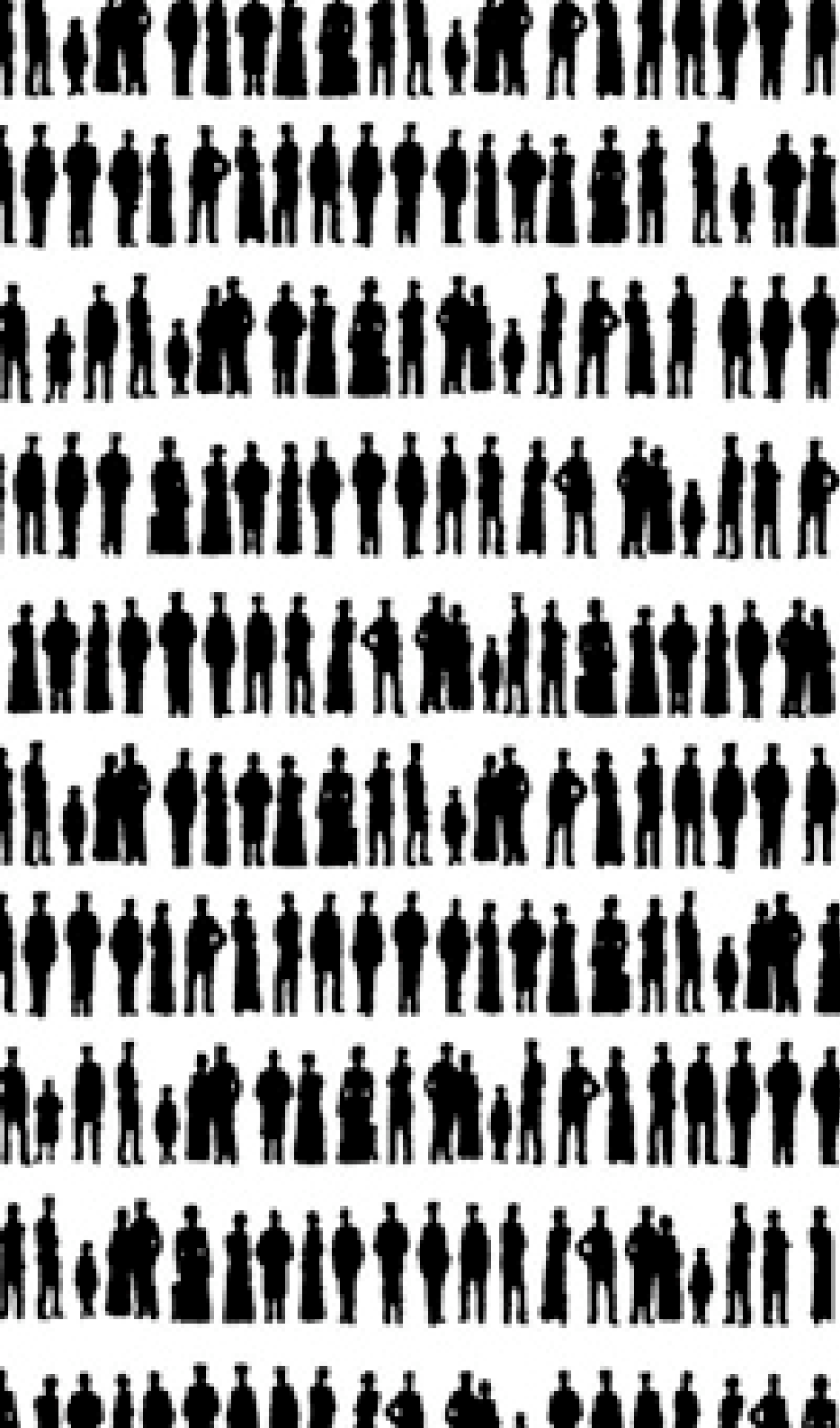
FINANCIAL TIME

Sunday Times

Telegrap



One last thing...



“If you think you are too
small to have an impact, t
going to bed with a
mosquito.”

Anita Roddick

MOWBRAY

BY DESIGN

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Q & A