



believernomics
Creating
brand
wealth



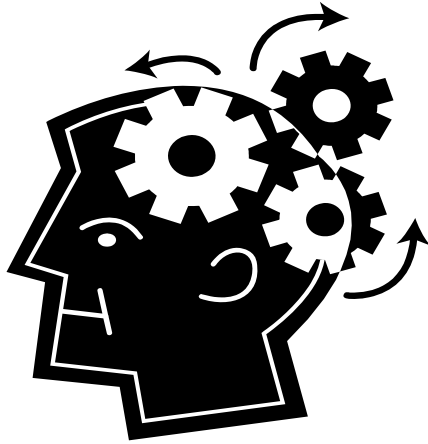
Believernomics

Belief drives your economy. It affects the choices you make, the confidence levels you have, how you access opportunity, how accessible opportunity is to you, how productive you are and how successful you will be.



**...everyone is an
economy...**

Contents



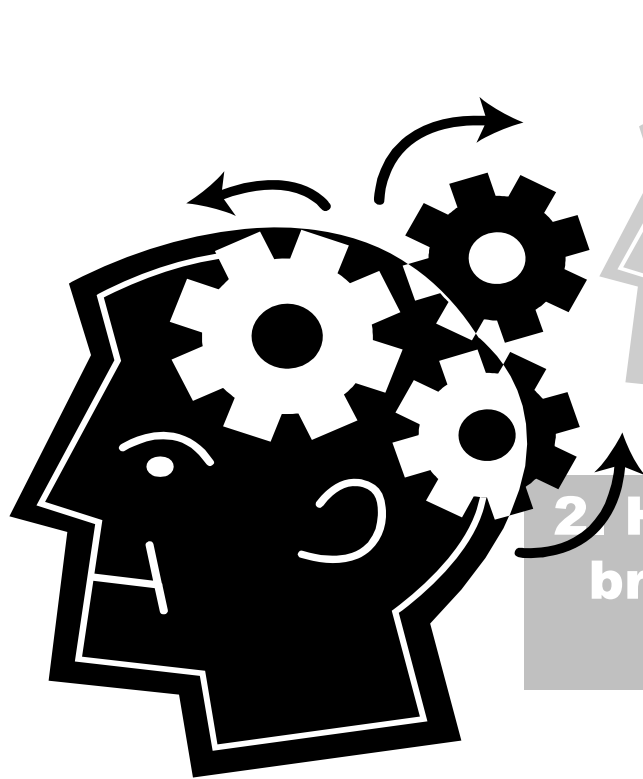
1. What is brand wealth?



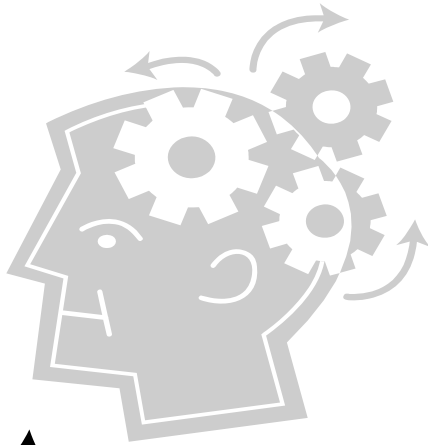
2. How to create brand wealth?



3. How to measure brand wealth?



2. How to create brand wealth?



3. How to measure brand wealth?

1. What is brand wealth?

Brand wealth

Your brand wealth is determined by the value that others place on your personal brand. Strong brand value creates high brand wealth. High brand wealth increases your purchasing power in the marketplace of opportunity.



Calculating your brand wealth

value

+

wealth

=

opportunity

purposeful

relevant

useful

credible

influence

trust

confidence

experience

respect

networks

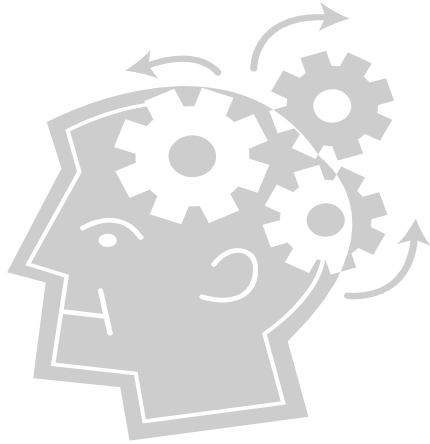
satisfaction

promotion

earnings

reciprocity

new networks



1. What is brand wealth?



3. How measure brand wealth?

2. How to create brand wealth?

Creating brand wealth..

First you need to find out what adds value. Remember, not everything that has a purpose is relevant and not everything that is relevant is useful.



...find out what adds value...

Creating brand wealth..

Never choose popularity over respect. If you do you will cease to be useful and your brand value will be worthless.



...know when not to compromise...

Creating brand wealth..

Use your discretion.
Know what to say,
when to say it, how
to say and who to
say it to. If you don't
have discretion you
will lose credibility.



- yes
- no
- maybe

...discretion...

Creating brand wealth..

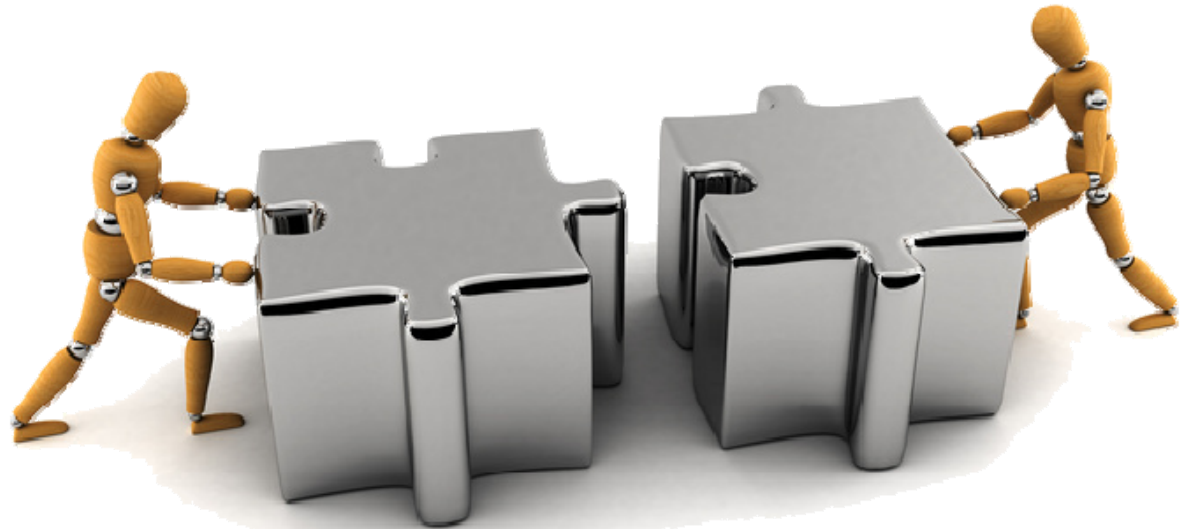
Be aware of the impact that your behaviour has on others. Lack of self awareness harms your brand value.



...be self aware...

Creating brand wealth..

Problem solving equals usefulness. It takes much more effort to solve a problem than it does to discover one.



...practice problem solving...

Creating brand wealth..

Always be prepared to do things differently, if doing things differently means that you can do things better.

NEW MINDSET



NEW RESULTS

...don't stand still...

Creating brand wealth..

Your unique selling point is the thing that distinguishes you from everybody else. Identify a unique selling point and work on perfecting it.



...establish a unique selling point...

Creating brand wealth..

Being prepared to do something for nothing can do wonders for your brand value and generate significant brand wealth.



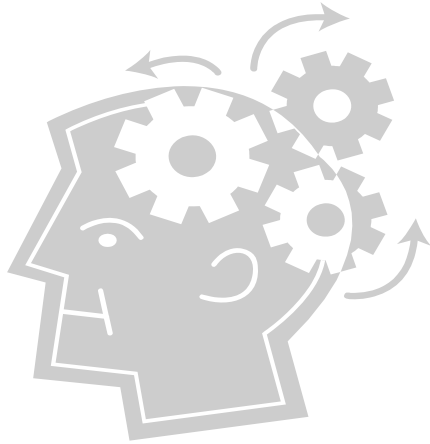
**...doing something
for nothing...**

Creating brand wealth..

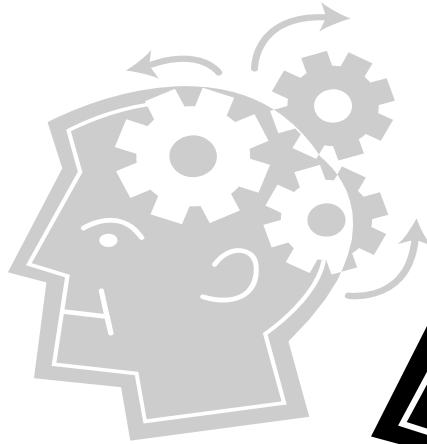
Your brand is not just what you do, your brand is who you are. Making a way of life out of your brand gives you huge credibility.



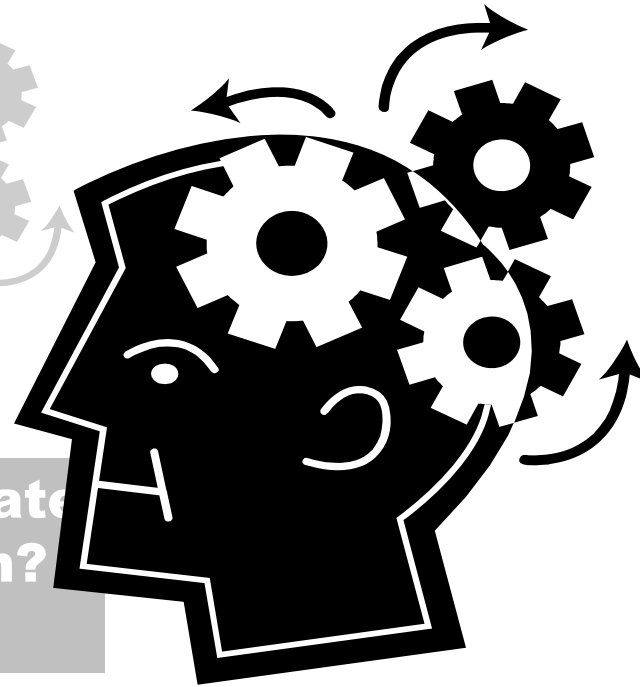
...establish a culture...



1. What is brand wealth?



2. How to create brand wealth?



3. How to measure brand wealth?

Measuring brand wealth..

In the world of brand economics loyalty is hard currency. Loyalty provides powerful evidence of credibility, confidence, trust and influence.



...loyalty...

measuring brand wealth..

Reciprocity is a good measure of brand wealth. It is often the case that if you add value to the lives of others they will want to add value to your life as well.



...reciprocity...

measuring brand wealth..

This could include affirmation as well as constructive critique. Remember, knowing when you have got it wrong is an important as knowing when you have got it right.



...**recognition**...

measuring brand wealth..

A growing
network provides
evidence of
increased
confidence, trust
and influence
and can attract
loyalty.



...networks...

measuring brand wealth..

If you are not self assured you will be insecure. You need to be able to vouch for yourself even if others do not vouch for you.

PERFORMANCE

- EXCELLENT
- GOOD
- AVERAGE
- POOR



...self
assuredness...

believernomics



Believernomics is a concept developed and designed by pa360 media. It builds upon practical learning and experience gained from 25 years of public, private and voluntary sector employment; as well as a wide range of skills gained in senior public sector management, workforce development, strategic planning and stakeholder engagement.

To find out more visit:

www.believernomics.com

Copyright 2018 pa360media Believernomics is a trademark of pa360media

ba
360
media

believernomics
Creating
brand
wealth



www.believern timers.com