DAY 8
PERSONAL BRAND & HAPPINESS
A FEW LOGISTICS
THE HOME STRETCH (SRSLY)

one week left!

Interpret
day 8
MAY 24

Present
day 9
MAY 31

week 8
Gather Data
Distill Learning
Polish Presentation

summer
Sleep
Party
Repeat
BRAND AUDIT

what’s in it?

Image-Identity Gap
Experience Map
Voice Guideline

Social Media Object
Launch Strategy
Metrics of Success
Campaign Outcomes

Brand Guidance
BRAND AUDIT

what’s in it?

What did you build?
Why did you build it?

How did it go?
What did you learn?
What would you do differently?
what’s in it?

- Social Campaign
- Campaign Learning & Results
- Implications & Suggestions
what’s in it?

What did you do?

What did you learn?

What does that mean?

For you?

For the brand?
GETTING IT IN

how, when, where?

Monday
MAY 30

MIDNIGHT – Presentation + Paper
email or dropbox!

Tuesday
MAY 31

ONE/FOUR – Jump Drive + Test
make sure it works!
### NEED HELP?

**get in touch!**

<table>
<thead>
<tr>
<th></th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
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<tbody>
<tr>
<td><strong>MAY 25</strong></td>
<td></td>
<td><strong>MAY 26</strong></td>
<td><strong>MAY 27</strong></td>
<td><strong>MAY 28</strong></td>
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<tr>
<td>3–4:30PM</td>
<td></td>
<td>9AM–NOON</td>
<td>Available by phone</td>
<td>Available by phone</td>
</tr>
</tbody>
</table>

**Available by phone**

**Wednesday May 25**: 3–4:30PM

**Thursday May 26**: 9AM–NOON

**Friday May 27**: Available by phone

**Saturday May 28**: Available by phone
DAY 9 PRESENTATIONS

Emailed in by Monday night midnight

Come in Tuesday AM (with flash drive) to ensure iron kinks out.

Board of advisors and snacks.
Virality is not a strategy.
Iterate, iterate, iterate. Rapid A-B testing.

What are your engines of forward movement?
More than keywords, tagging, influentials; It’s why someone shares an object.

What’s your channel strategy.
Questions on twitter. Stories on facebook.

Can you make your call to action more clear?
HOW TO ASK

Indirect (implied) ask.
Soft ask.

Reciprocity ask.
Offer something in return.

Concession ask.
Ask big, then small.

Social validation ask.
Show to contributing peers.

Competitive ask.
Challenge.

The authoritative ask.
Firm.
A LOOK BACK
BRAND IS HOLISTIC

Branding

Products
Events
Sponsors
Partners
Customer
Donors
Employees
BRANDS HAVE PERSONALITIES

Sincerity  Excitement
Competence  Sophistication
Ruggedness

Source: Aaker (1999, JMR)
BRANDS ARE SOCIAL
HUMAN CENTERED APPROACH
EXPERIENCE IS ULTIMATE PROVING GROUND FOR BRANDS
LISTEN WELL
POWER (AND COMPLEXITY) OF SINGLE FOCUSED GOAL

“Get 20,000 south asians to do cheek swabs.”
STORIES MOVE US

“Up” by Disney/Pixar
INDIVIDUALS EMPOWERED
PERSONAL BRAND
DAY 8

1:20  A Look Back
1:35  Personal Brand + Happiness
2:20  Lab
2:50  Halftime Show + Break
3:10  Group Photo
3:15  Hammer
PERSONAL BRAND
DAY 8

4:35  A Look Back
4:50  Hammer
5:45  Group Photo
5:45  Halftime Show + Break
6:05  Personal Brand + Happiness
6:55  Lab
PERSONAL BRAND
WHAT IS A PERSONAL BRAND?

“What people say about you when you have left the room.”

Jeff Bezos
founder and CEO of Amazon.com
what do you want people to say about you after you left the room?
what will you be remembered for?
What do you want to own a share of?
WHY DO PERSONAL BRANDS MATTER?
personal brands are shaping company brands
CUSTOMERS

Terminal Man
ENTREPRENEURS
INDIVIDUALS

Matt Cutts (Google)
http://www.mattcutts.com/blog/

Robert Scoble (Microsoft, PodTech)
http://scobleizer.com/

Xeni Jardin (Wired, NPR)
http://xeni.net/

Scott Monty (Ford)
http://www.scottmonty.com/
EXERCISE: FEELING LUCKY?
DO YOU WANT TO BUILD A REPUTATION ONLINE?

**Content.**
People remember stories, not facts.

**Call to Action.**
Tell people what you’d like them to do.

**Collaboration.**
Create ‘just enough’.

**Consistency, yet flexibility.**
CHANNEL SURFING

**TWITTER**
- share articles & links
- follow people who would make up your ideal audience & learn from them

**LINKEDIN**
- maintain an updated, living resume, framed around the story you’re trying to tell

**FACEBOOK**
- make sure your public profile is in good working order (no drunken escapades)
- focus on adding value to the conversation

**TUMBLR**
- write longer form pieces on things you care about
ANALYTICS

Survey followers to find out more
Something as simple as “vote if you like cake” tells you more about your users.

Facebook Page
Facebook offers free tools to monitor weekly traffic to and from a Facebook page that you create.

Google Analytics
Feature rich tools that help you understand your personal brand.

Klout
Measures the online influence of your Facebook or Twitter profile.

Alexa.com/siteinfo
Ranks websites and tells you information about site visitors (location, search engine queries,

Google Adwords Keyword Tool
Tells you how many times people search for a keyword every month.
Your brand is influenced by – not only how you dress, what you say, how you write – but and increasingly, what you post anywhere on the internet.
But personal brands have always existed.
PERSONAL BRAND...

- Defines your passions & values
- Distinguishes you from the crowd
- Achieve success (& fulfillment)
- Focuses your energy

SELF

Managing Brand You, Jerry Wilson and Ira Blumenthal
1. Understand your Image/Identity
2. Be Distinct
3. Be Authentic
4. Stand for Something
5. (Re)think Happiness
“Know, first, who you are, and then adorn yourself accordingly.”

— Epictetus, Greek Philosopher
EXERCISE: IMAGE/IDENTITY GAP

WHO YOU ARE

GAP

HOW YOU’RE SEEN
EXERCISE: IMAGE/IDENTITY GAP

1. Write 5 words that you believe describe you

2. Write 5 words that describe each member in your group

3. Share, compare, one insight
EXERCISE: IMAGE/IDENTITY GAP

WHO YOU ARE

surprises?

differences between what you said and what you heard?

how strong is your brand?

HOW YOU’RE SEEN
FIRST IDENTITY, THEN IMAGE

Defining Who We Are

- Founding principles
- Beliefs
- Personality Attributes

Understanding ➔ Clarifying ➔ Connecting ➔ Identity ➔ Assets ➔ Touchpoints

- Story
- Messages
- Promise
- Voice
- Tone
- Photography
- Style
- Typography
- Characters

Expressing Who We Are

- Letterhead
- Business Cards
- Collateral
- Packaging
- Websites
- Signage
- Advertising
- Environments
- Ephemera
personal BRANDING VS. BRAND

Tweets, Updates, Posts

Your values, passions, & talents
HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

1. Understand your Image/Identity
2. Be Distinct
3. Be Authentic
4. Stand for Something
5. (Re)think Happiness
BE DISTINCT
BE DISTINCT

YOU, ___________ Jennifer Aaker
your name / brand

ARE ___________ focused on creating infectious action
unique, essential claim

AMONG ALL ___________ Professors
competitive frame

FOR ___________ Stanford students
segment

BECAUSE ___________ Research
support
EXERCISE: BE DISTINCT

YOU, ________________________________
your name / brand

ARE ________________________________
unique, essential claim

AMONG ALL __________________________
competitive frame

FOR ________________________________
segment

BECAUSE _____________________________
support
p.s.: carve out clear areas of incompetence
POINTS OF PARITY VS. POINTS OF DIFFERENTIATION

**POINT-OF-PARITY:** Shared brand associations needed to be player, to neutralize ‘competition’

**POINT-OF-DIFFERENCE:** Unique brand associations needed to stand out

Source: Keller 2003
HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

1. Understand your Image/Identity
2. Be Distinct
3. Be Authentic
4. Stand for Something
5. (Re)think Happiness
BE AUTHENTIC

DEFINITION

“True to one’s personality, character, spirit”

— Webster
when you feel authentic, you often speak with sincerity, you feel comfortable in your own skin, you often forget who the audience is.
when you feel authentic, you often speak with sincerity, you feel comfortable in your own skin, you often forget who the audience is.

and people often feel better after having been with you.
but how do you “be authentic”?
## WHEN DO YOU FEEL AUTHENTIC?

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Frequency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always/Most of the time</td>
<td>39</td>
<td>“I try to live the values that I believe in.”</td>
</tr>
<tr>
<td>Family</td>
<td>29</td>
<td>“My son is completely accepting; he inspires me to be the same.”</td>
</tr>
<tr>
<td>With good friends</td>
<td>22</td>
<td>“I knew I could trust her and that she loves me no matter what.”</td>
</tr>
<tr>
<td>Never; I can't think of one</td>
<td>17</td>
<td>“I can’t say I’ve felt like that for a while.”</td>
</tr>
<tr>
<td>Birth of child</td>
<td>14</td>
<td>“I felt completely in the moment and totally whole; totally real.”</td>
</tr>
</tbody>
</table>
## WHEN DO YOU FEEL INAUTHENTIC

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never; I can't think of one</td>
<td>50</td>
</tr>
<tr>
<td>“I don't bother to pretend for others or lie.”</td>
<td></td>
</tr>
<tr>
<td>At work</td>
<td>30</td>
</tr>
<tr>
<td>“I have pretended to know what I was doing when I really didn't.”</td>
<td></td>
</tr>
<tr>
<td>Being “agreeable”</td>
<td>20</td>
</tr>
<tr>
<td>“When I was trying to be what others wanted.”</td>
<td></td>
</tr>
<tr>
<td>When I lie</td>
<td>16</td>
</tr>
<tr>
<td>“I don't like to be dishonest but some times one has to.”</td>
<td></td>
</tr>
<tr>
<td>Large groups</td>
<td>9</td>
</tr>
<tr>
<td>“Dinner party at a friend's with a group of new people.”</td>
<td></td>
</tr>
</tbody>
</table>
# Authentic Brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>Quote</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>“I have inherent skepticism towards the motivations of brands.”</td>
<td>59</td>
</tr>
<tr>
<td>Apple</td>
<td>“They really seem to focus on the wants of their consumers.”</td>
<td>8</td>
</tr>
<tr>
<td>Google</td>
<td>“They do actions that stand by the &quot;don't be evil&quot; motto.”</td>
<td>6</td>
</tr>
<tr>
<td>Kashi</td>
<td>“A natural good for you product.”</td>
<td>6</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>“It has just been around for ages and withstood test of time.”</td>
<td>5</td>
</tr>
<tr>
<td>Levi’s</td>
<td>“American made and has lasted for many decades.”</td>
<td>5</td>
</tr>
</tbody>
</table>
AUTHENTICITY HAS TWO COMPONENTS

WARMTH
true to (social) mission

COMPETENCE
skillset to execute
BRAND STEREOTYPING

PERCEIVED WARMTH

non-profit   for-profit

PERCEIVED COMPETENCE

non-profit   for-profit
BRAND STEREOTYPING

How you’re perceived influences how people react to you.

WILLINGNESS TO BUY

non-profit

for-profit
It is easier to *first* garner respect and then create warmth than the converse.
HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

1. Understand your Image/Identity
2. Be Distinct
3. Be Authentic
4. Stand for Something
5. (Re)think Happiness
“You've gotta stand right up for somethin' or you're gonna fall... for anything.”
— John Melencamp
Your contributions can be random or strategic - this isn’t about selling yourself. It’s about standing for something.
If you know the reason **why** you are doing something, it buffers the highs and lows.
HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

1. Understand your Image/Identity
2. Be Distinct
3. Be Authentic
4. Stand for Something
5. (Re)think Happiness
(RE)THINK HAPPINESS
1. What drives your happiness isn’t always what you think drives your happiness

2. There are two types of happiness; you can choose which one you want to feel.

3. The happiness you choose impacts the choices you make

4. Happiness often determined by where and how you spend your time (vs money)

5. Your experience of happiness change over the life course.
HAPPINESS DRIVERS

- Glamorous
  - Money (over $40K/yr)
  - Self esteem
  - Social skills
  - Free time
  - Volunteering
  - Humor
  - Dancing
  - Education
  - Religion

- Mundane
  - Beauty
  - Intelligence
  - Matters less than you think
  - Matters more than you think
  - Youth
  - Volunteering
  - Social skills
  - Free time
  - Humor
  - Dancing
  - Education
  - Religion

Psychology Today 2007; Work by Gilbert, Kahneman, Wilson
EXERCISE: HAPPINESS DRIVERS

Glamorous

Mundane

Matters less than you think

Matters more than you think
Most assume there is only one happiness.

Or, that happiness is so idiosyncratic as to be different from every individual.

But in fact there are two types of happiness(es).
1. What drives your happiness isn’t always what you think drives your happiness

2. There are two types of happiness; you can choose which one you want to feel.

3. The happiness you choose impacts the choices you make

4. Happiness often determined by where and how you spend your time (vs money)

5. Your experience of happiness change over the life course.
Happy energizing exciting fun pleasure want feels good fleeting decadent

Kamvar, Mogilner and Aaker (2010); Tsai, Knutson and Fung (2006)
WHAT DOES “HAPPINESS” MEAN?

the meaning of happiness systematically shifts over one’s lifetime

THE HAPPINESS SPECTRUM

excited

OLDER PEOPLE
(present-focused)
are more likely to feel “calm” happiness

calm

YOUNGER PEOPLE
(future-focused)
are more likely to feel “excited” happiness

Kamvar, Mogilner, and Aaker 2011-12
WHAT DOES “HAPPINESS” MEAN?

The meaning of happiness systematically shifts over one’s lifetime.

- Younger: giddy, enthusiastic, joyous, ecstatic
- Older: peaceful, relaxed, secure, content

Kamvar, Mogilner, and Aaker 2011-12
HAPPINESS SHIFTS OVER LIFECOURSE

- Childhood
- Adolescence
- Young Adulthood
- Adulthood
- Maturity
HAPPINESS SHIFTS OVER LIFECOURSE

- Childhood
- Adolescence
- Young adulthood
- Adulthood
- Maturity
BUT WHAT IF...

you are older...

...but feel excited, fresh, and novel?

you are younger...

...but feel grounded, calm, and centered?
BUT WHAT IF...

Happiness isn’t about age. It’s about where your mind is.
YOU HAVE A TEMPORAL FOCUS
YOU HAVE A TEMPORAL FOCUS

younger

older
YOU HAVE A TEMPORAL FOCUS

✔️ future-focused
✔️ present-focused

younger  ✔️ older
YOU CHANGE YOUR TEMPORAL FOCUS

☑️ future-focused
☑️ present-focused

But age is just a proxy.
You can choose your temporal focus.

younger
older
HOW TO CHANGE TEMPORAL FOCUS

- future-focused
  - Think about the future

- present-focused
  - Do breathing exercises
HOW TO CHANGE TEMPORAL FOCUS

These simple steps can change your temporal focus by **17-23%**

Older people were led to think about future-related words and saw a **17.6% increase** in future-focus.

Younger people did breathing exercises that focused them on the present and saw a **22.6% increase** in present-focus.
TEMPORAL FOCUS AFFECTS HOW WE DEFINE HAPPINESS

**future-focused**

**present-focused**

happiness feels...

- ecstatic
- elated
- energetic
- cheerful
- merry
- excited
- euphoric
- ecstatic
- enthusiastic
- giddy
- joyous

- peaceful
- blissful
- controlled
- calm
- content
- relieved
- relaxed
- satisfied
- fulfilled
- secure
- content
- carefree
IMPLICATIONS FOR THE SHIFTING MEANING OF HAPPINESS

If you are young and future-focused, you can shift your temporal focus by thinking about the present, and you can change how you feel happiness from excitement to calm.
If you are older and present-focused, you can shift your temporal focus by thinking about the future, and you can change how you feel happiness from calm to excitement.
1. What drives your happiness isn’t always what you think drives your happiness.

2. There are two types of happiness; you can choose which one you want to feel.

3. The happiness you choose impacts the choices you make.

4. Happiness often determined by where and how you spend your time (vs money).

5. Your experience of happiness change over the life course.
THE POWER OF DEEP BREATHING
TEA STUDY

Kamvar, Mogilner, and Aaker 2011
1. What drives your happiness isn’t always what you think drives your happiness.

2. There are two types of happiness; you can choose which one you want to feel.

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4. Happiness often determined by where and how you spend your time (vs money).

5. Your experience of happiness change over the life course.
SPEND TIME WITH OTHERS

Predictor of depression: "Feeling alone":
People like to be with others
Frequent use of "I" in sentences associated with fear, uncertainty
Frequent use of "we" in sentence associated with growth, motivation
PEOPLE WHO ENERGIZE YOU

Partner
Friends
Daughter, son
My sister
My sisters’ mother in law
My dog
People at my daughter’s school
Former manager
Mentors in our office
Friend of a friend
PEOPLE WHO DEPLETE YOU

My mom
My brother
My children :)
Husband -- terrible isn’t it :(  
Boss! BOSS!
Everybody at my gym
A certain programmer
A coworker who hates her job
Complainers
close, committed relationship = 6
RELATIONSHIP TYPES

Socioemotional Rewards

Superficial and Weak

- Drinking buddies
- Cousins
- Childhood buddies
- Second cousins
- College classmates
- Teammates
- Co-workers
- Supervisor and employee
- And graduate student
- Master and servant
- Interviewer & job applicant

Utilitarian and Functional Rewards

- Casual acquaintances
- People you dislike
- Salespeople and regular customer
- Salesperson and customer
- Business partners
- Business rivals
- Political opponents
- Opposing negotiators
- Personal enemies
- Psychotherapist & patient
- Ex-husband, wife

Aaker, Mogilner and Cargle 2009
IRONIC TWIST

close, committed nature

majority of time spent with those not in that group

= 6
RELATIONSHIP TYPES

SOCIEMOTIONAL REWARDS

- best friend
- husband and wife
- close friends
- father
- mother
- siblings
- teammates
- college classmates
- childhood buddies
- cousins
- drinking buddies
- second cousins

SUPERFICIAL AND WEAK

- casual acquaintances
- people you dislike
- salespeople and regular customer
- salesperson and customer
- interviewer and job applicant

UTILITARIAN AND FUNCTIONAL REWARDS

- co-workers
- business partners
- supervisor and employee
- and graduate student
- master and servant
- business rivals
- political opponents
- opposing negotiators
- ex-husband, wife
- psychotherapist and patient

Aaker, Mogilner and Cargle 2009
“You are the average of the 5 people you spend the most time with.”

— Tim Ferris
Look over your calendar (or remember it as best as you can).

Write down the names of people you spent time with this week and approximately how long

Write down activities this week, and how long
What does your calendar say about you?
1. What drives your happiness isn’t always what you think drives your happiness
2. There are two types of happiness; you can choose which one you want to feel.
3. The happiness you choose impacts the choices you make
4. Happiness often determined by where and how you spend your time (vs money)
5. Your experience of happiness change over the life course.
EXERCISE: WE FEEL FINE

We start simple, but soon fill up with angst and feelings of confinement, until we leave those behind to go conquer the world, before gradually trading ambition for balance, developing an appreciation for our bodies and our children, and evolving a sense of connectedness, for which we feel grateful, then happy, calm, and finally blessed.
EXERCISE: WE FEEL FINE

We start ______, but soon fill up with ______ and feelings of ________, until we leave those behind to go ________, before gradually trading ambition for ________, developing an appreciation for our ________ and our ________, and evolving a sense of ________, for which we feel ________, then ________, ________, and finally ________.
What’s your purpose?
Who do you want to be in the world?
This can change.
MAPPING THE PATH

PERSONAL STORY

This is your transition story. You’re the protagonist. There are tensions and obstacles.

CHANGING DEFINITIONS OF HAPPINESS

CHILDHOOD MEMORIES

PAST

CURRENT ROI ON HAPPINESS + DRIVERS ANALYSIS

FUTURE

IMAGE-.IDENTITY GAP ANALYSIS

You need to bring all these folks along with you!

FUTURE ROI ON HAPPINESS + DRIVERS FORECAST
A PERSONAL BRAND

Unfolding Personal Narrative
Attracts the Right People
Determines Your Value
A PERSONAL BRAND

Unfolding Personal Narrative
Attracts the Right People
Determines Your Value
A PERSONAL BRAND

Unfolding Personal Narrative
Attracts the Right People
Determines Your Value
MY (JENNIFER’S) BRAND

WHAT ARE YOU?

WHAT AREN’T YOU?
1. **Content.** People remember stories, not facts.

2. **Call to Action.** Tell people what you’d like them to do.

3. **Collaboration.** Create ‘just enough’.

4. **Consistency, yet flexibility.**
Survey followers to find out more about them
Something as simple as “vote if you like cake” tells you more about your users.

Facebook Page
Facebook offers free tools to monitor weekly traffic to and from a Facebook page that you create.

Google Analytics
Feature rich tools that help you understand your personal brand.

Klout
Measures the online influence of your Facebook or Twitter profile.

Alexa.com/siteinfo
Ranks websites and tells you information about site visitors (location, search engine queries,

Google Adwords Keyword Tool
Tells you how many times people search for a keyword every month.
APPENDIX 2
The Art of Video Storytelling

Dan Greenberg
CEO, Sharethrough
dan@sharethrough.com
Video Storytelling Framework

- Goal
- Audience
- Persuasion Strategy
- Story
GOAL:
Jumpstart fun and organic conversations to re-energize a dying franchise.

TARGET AUDIENCE:
Casual gamers, boys 10-18, beyond the core skater demographic.

PERSUASION STRATEGY:
Surprise, imagination & curiosity.

STORY ELEMENTS:
Provide fun and entertaining glimpse into the world of Tony Hawk fans.
Use Tillman’s “skateboarding dog” fame to provide backstory and context.
Showcase ease of use of the product.
Beg the question, “Is it real?”
Behavior Change Goal

Make yourself choose **ONE** goal. (It’ll force you to focus on the most important one.)

- Spread awareness about an issue or idea
- Generate fans and followers online
- Get press, online and offline
- Solidify relationships with existing advocates
- Drive product sales
Target Audience

Define a single audience archetype.

- Moms with babies
- Twitter influencers
- Technology entrepreneurs
- Casual gamers
- Enterprising students
Think about how users will engage.

Know the limitations

- Watching during class: no sound
- Watching on your phone: very small
- Watching at work: unfocused attention

And consider the opportunities

- Watching with friends: collective
- Easily shareable: sharethrough
- Immediately actionable: clickthrough
Key Insights

✓ Understand your **behavior change goal** before you pick up a camera.

✓ Treat your viewers as **audience, not consumers**.
   - No one has to watch your video if they don’t want to.

✓ “Cool” is non-descriptive.
   - Think about the true emotions that matter, given your goal and target audience.

✓ Tell a **unique and compelling story**.

Just because people watched a video doesn't mean it was successful.
FIRST IDENTITY, THEN IMAGE

DEFINE

UNDERSTAND
- Principles
- Beliefs
- Personality
- Attributes

CLARIFY
- Vision
- Philosophy
- Story

CONNECT
- Story
- Messages
- Promise

EXPRESS

IDENTITY
- Symbols
- Colors
- Voice
- Tone

ASSETS
- Logos
- Typography
- Photography
- Sound

TOUCHPOINTS
- Letterhead
- Packaging
- Website
- Signage
- Advertising
- Spaces