



JACK YAN & ASSOCIATES

Launching Leaders

Scots College
Wellington
April 2012

Today

Personal branding

Humanistic branding

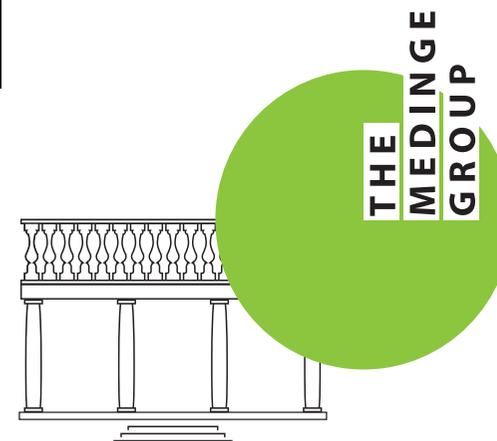
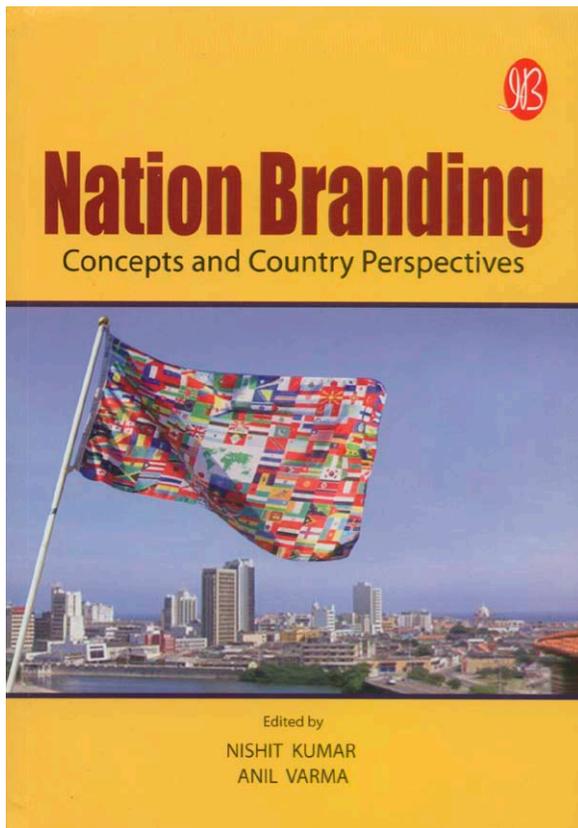
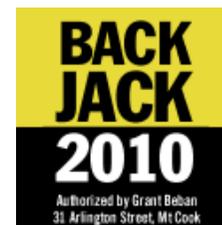
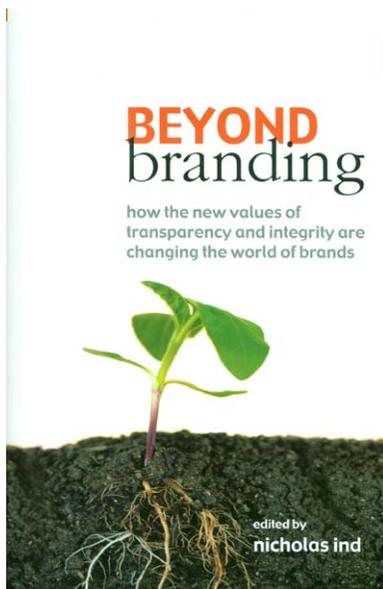
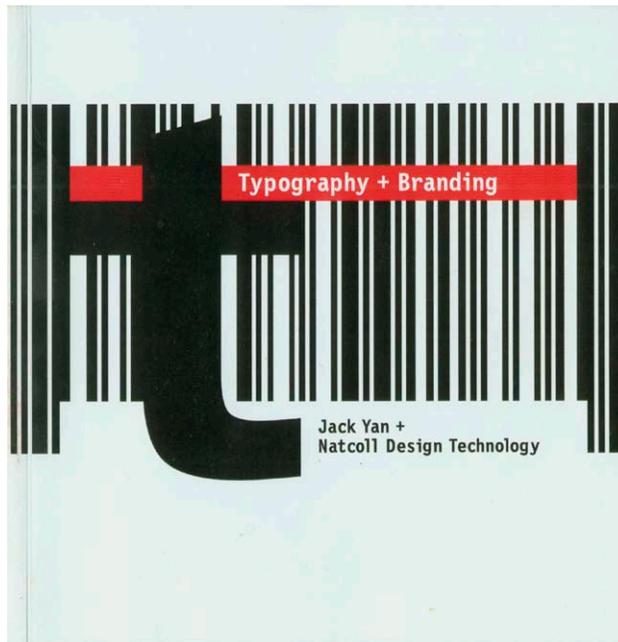
Engagement refines our image

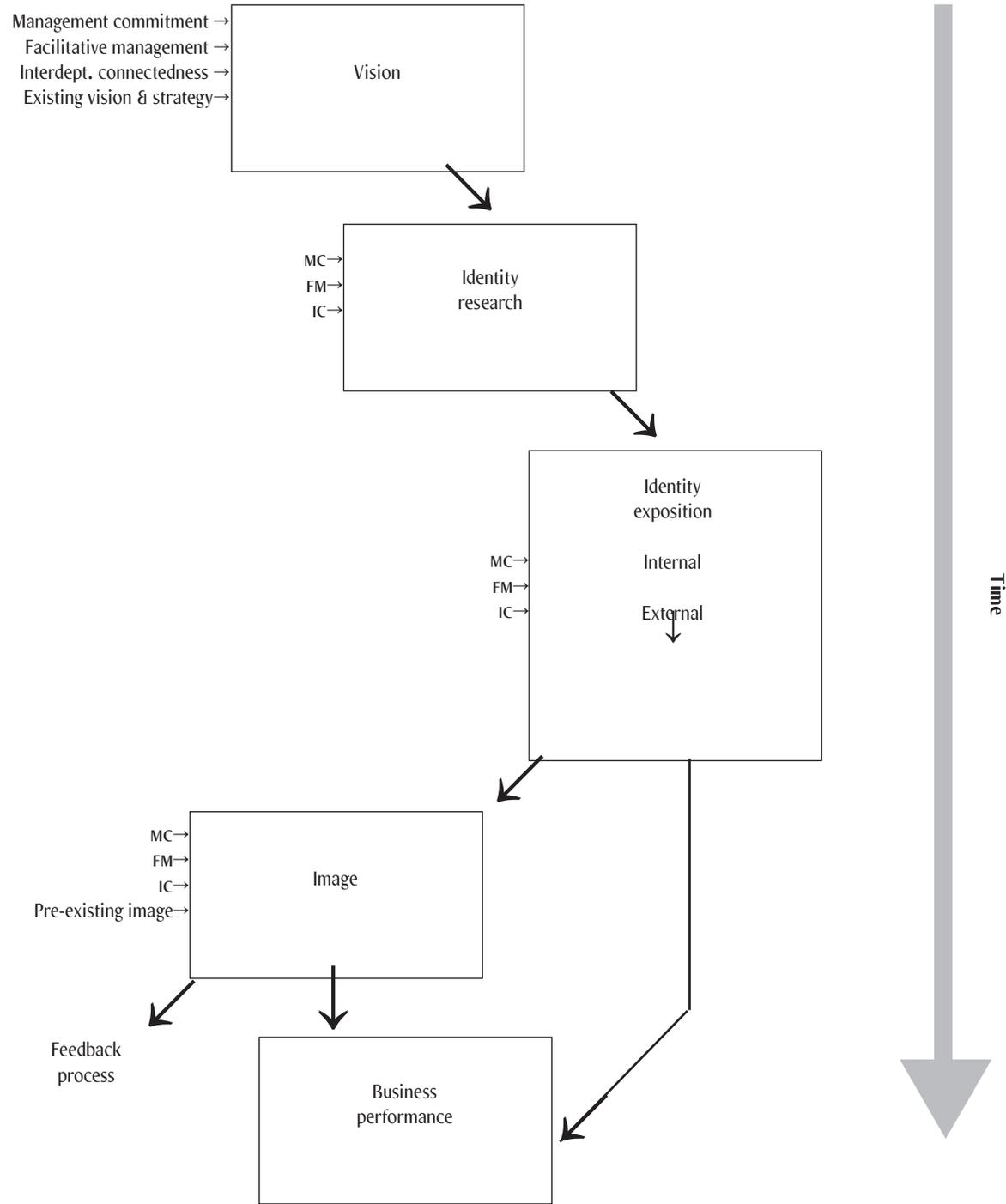
Working with ideas

Twenty-five years of work



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Branding defined

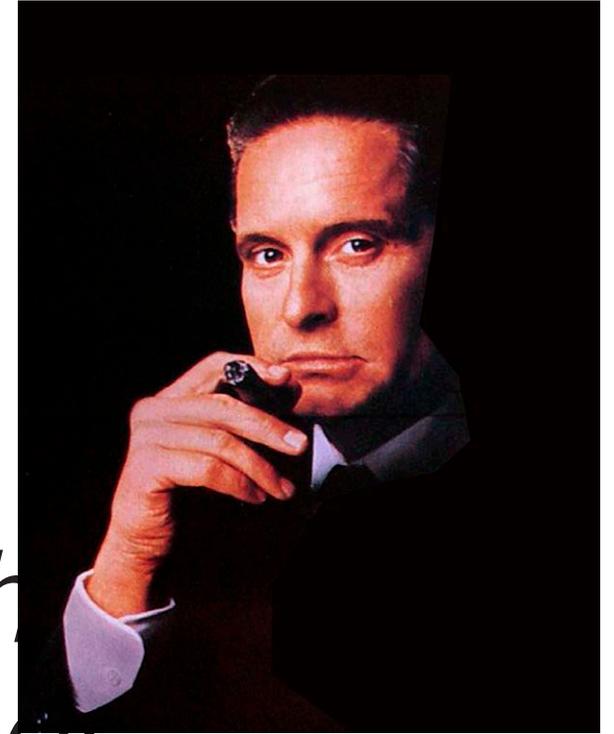
Branding is the methods in which the organization communicates, symbolizes and differentiates itself to audiences.

Greed is not good

From Michael Douglas
to Michael Lewis:

*Liar's Poker: Rising through
the Wreckage on Wall Street*

Condé Nast Portfolio,
December 2008 issue



Humanistic branding

Greed gets us into trouble every 20 or so years—so a real change in our system is needed

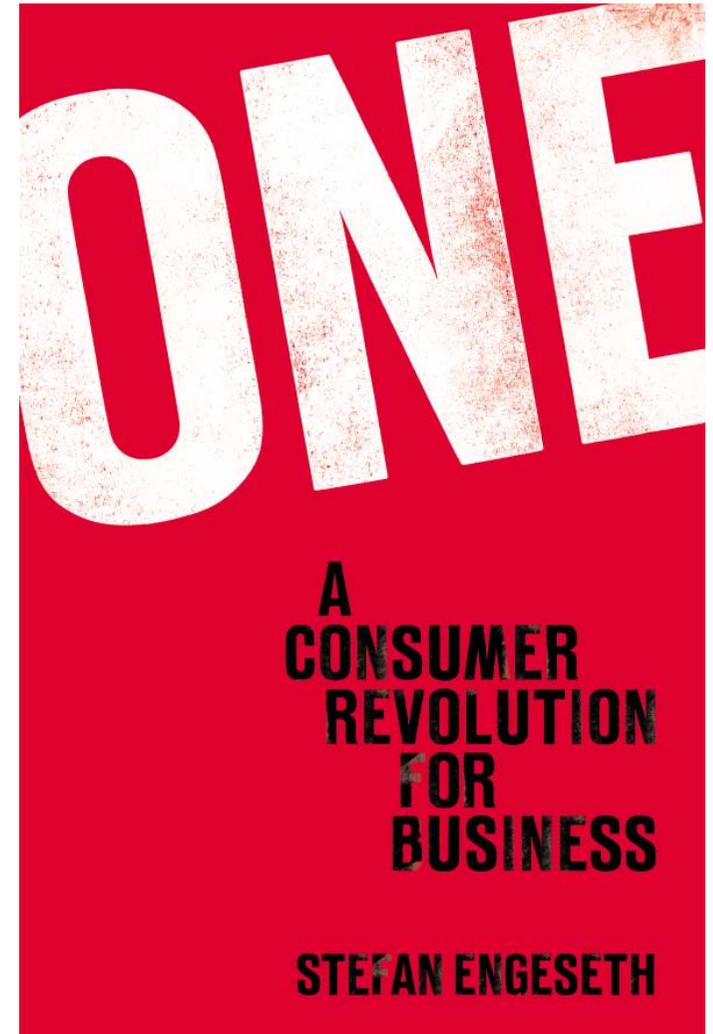
Medinge, honouring brands that change the world—and aren't stuck on numbers

That applies to people, too

The literature

Grönroos talks about one-to-one; Engeseth talks about being one.

If you engage your audience, you begin to know how you can exceed their expectations.



Corporate citizenship

Being grown up about it all

Everyone has the freedom to develop their own qualities

Corporate values, stated or not, are unique to the organization

Ind and Bjerke: *Branding Governance* and Gratton: *The Democratic Enterprise*

Website credibility

Design look	46.1%
Information design and structure	28.5%
Information focus	25.1%
Company motive	15.5%
Information usefulness	14.8%

Stanford report, 2002, 2,600 sample

The point of social media is to create affinity through treating audiences as citizens—working as one.

Our own brand's standing rises when we talk to our audiences as adults. *Engagement* is key.

Supporters of your brand are not just people you form a relationship with, they can become your communications' channel, too.

What you don't want

facebook  Paul Henry 

 **I am boycotting TVNZ until they sack Paul Henry**  J'aime

Communauté

Mur I am boycotting TVNZ until they sack Paul Henry · Tout le monde (meilleures p... ▼

Publier :  Sur le mur  Photo

Exprimez-vous

 **I am boycotting TVNZ until they sack Paul Henry**
Check out a poll we're running to work out we should respond to MediaWorks' decision to appoint Paul Henry. Vote on the poll or leave a comment if you have other ideas. (Trolls will be deleted. Persistent trolls will be banned).

Should the 'I am boycotting TVNZ until they sack Paul Henry' page:
Question posée par I am boycotting TVNZ until they sack Paul Henry

 J'aime ·  Commenter ·  Partager · 4 avril, 05:02 · 

 17 personnes aiment ça.

 Afficher les 42 commentaires

Rédiger un commentaire...

3 946
personnes aiment ça

Merci pour votre aide !

Every question answered—
not really rocket science.



Back Jack 2010: Jack Yan for Wellington Mayor

Let's leave race aside. The riots in Britain are down to youth feeling disaffected with no ownership in their community. It's something we should be wary of ourselves: the more "the establishment" does what it wishes to, and locks out our youth, then a number of things can happen. They'll leave for better cities, or they'll feel so disenchanting with where they are they act out. Let's make sure we never forget to listen to young voices in Wellington.

666 impressions · 3,75% de feedback

Je n'aime plus · Commenter · Traduire · Partager · 9 août, 11:36 ·

Vous et 7 autres personnes aimez ça.

Afficher les 17 commentaires



Back Jack 2010: Jack Yan for Wellington Mayor Sorry the post above is from Sonata Mdeod. I am a supporter of Jack.

14 août, 21:47 · J'aime



Back Jack 2010: Jack Yan for Wellington Mayor Thank you, Sonata, for contributing (just so folks know, Sonata was on the campaign and had access to this page). You are so right: we need to involve youth in decision-making, for a lot of reasons, among them: (a) we need them to know soci...

[Afficher la suite](#)

18 août, 10:29 · Je n'aime plus · 1



Back Jack 2010: Jack Yan for Wellington Mayor

Reporting a very successful trip to Melbourne last week, although Friday was a mission with the trams not going all the way to the university. It's still a must-visit city with a good creative sector, the sort of thing that we are good at but need to do more of. The Wellywood jokes went down well, so that saga was good for one thing: a case study of what not to do in destination branding!

715 impressions · 0,56% de feedback

J'aime · Commenter · Traduire · Partager · 8 août, 09:13 ·

2 personnes aiment ça.



Anthony Wilson I'm going to lick you sir!

8 août, 09:19 · J'aime



Back Jack 2010: Jack Yan for Wellington Mayor I'm really hoping the fourth word is a predictive texting error ... :)

9 août, 19:59 · J'aime · 1

Great minds discuss ideas.

Average minds discuss events.

Small minds discuss people.

Eleanor Roosevelt

Ideas

Ideas get us out of this dependence on 'talk with no walk'

It's good for our city, and our country

Innovation creates that level playing field that should exist—and those in the power structure need to create opportunities for this

1. Humanism is what consumers demand in the 21st century.

2. Humanistic branding is a backlash to the technocracy.

3. Individuals are being mobilized like never before.

4. Being respectful encourages corporate citizenship and the exchange of ideas.

5. Supporters of your brand are not just people you form a relationship with, they can become your communications' channel, too.

6. Our own brand's standing rises when we talk to our audiences as adults. *Engagement* is key.

7. It is important to work at the level of ideas, which is why you innovate.

8. It helps reverse the cycle of a country that keeps sending its earnings offshore.

9. Leadership comes from serving others in an effort to better society.

10. Our experience might be valuable in understanding consequences, but you determine your reality.

Thank you!

jackyan.com

jya.net

lucire.com

medinge.org