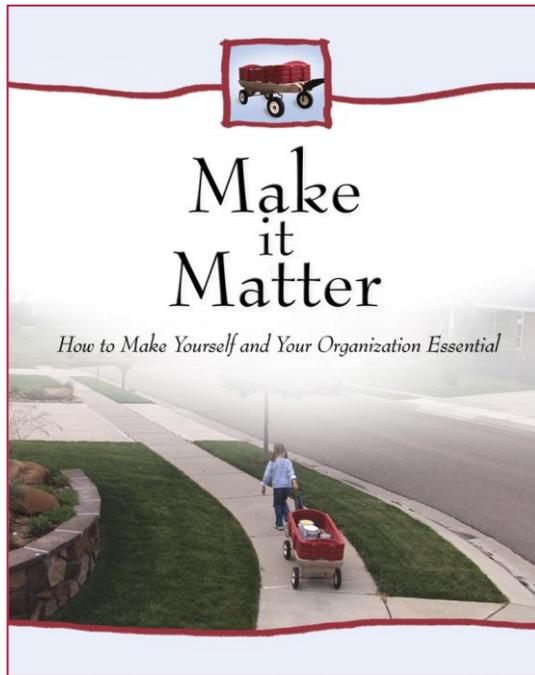


# PREVIEW GUIDE



# Make It Matter

## How to Make Yourself and Your Organization Essential

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## DISCUSSION GUIDE:

The Make it Matter video can be used to:

- Lead a session on **personal branding**
- Launch a **company retreat**
- **Motivate** your group to reevaluate their personal and organizational message
- Help **salespeople** develop their personal brand standard and refine how they present themselves to customers
- **Guide ANY employee** to design, package and deliver their personal message so that they become essential

## USING MAKE IT MATTER

Using *Make it Matter* is both simple and effective. This powerful program can be used in a group setting to kick off discussion on areas of interest to all managers, leaders, and team members. Alternatively, the video can be watched by an individual employee who then uses the Personal Branding Workbook in a self-directed manner to guide them through the steps of creating their personal brand.

### **Background Information for the Facilitator/Session Leader**

1. You will be more effective presenting this content if you have watched the video program and gone through the process of creating your own personal brand. The more you are able to speak from personal experience – about what parts of the video really stood out for you, or how you were able to choose the word that became your personal “standard” – the more participants will listen and respect the value of going through this process.
2. Do your best to help participants see that if they take this program seriously and are prepared to do the work it calls for, they will be taken seriously and gain credibility in the eyes of their colleagues, superiors and customers. And there’s no better ticket to the “front of the line” and job security than becoming respected and essential.
3. Lastly, creating your brand is a personal journey; there’s no need for participants to share it with others if they don’t want to. However, having people share their plan with one or two key colleagues will likely give them the support they need to sustain their efforts. And, it will provide the accountability they’ll need should they begin to get off-track. See Discussion Question #8 for more on this.

### **Introduce Make it Matter**

SAY:

**Make it Matter is a way to spark your personal journey to define yourself, or just clarify who you are and what value you bring to the organization. It is a way to help all of us — individually and collectively as an organization – define how we can become essential by creating and living a strong personal brand.**

### **Play the Video**

Running time is 22 minutes.

### **Have a Discussion!**

Depending on your meeting's purpose and agenda, lead participants in a discussion of the video. Select some discussion questions from the following options or make up your own to continue the discussion.

1. Do you see a need for us to work on these concepts in our organization/department?
2. Why do think it is important for each of you to Design, Package and Deliver a personal image or brand?
3. What examples of great personal branding can you think of – a person who embodies and delivers everything the video just talked about?

*Suggested responses:* Think about politicians. Successful politicians have two things: a presence and a message. Everyone needs those two things.

4. What's most important to you, in terms of how you're seen by other people...would you rather be liked, believed, or taken seriously?

*Suggested response:* Be very careful because someone who is just "liked" will get stepped on, and just because I "believe" you doesn't mean that I will be influenced by you. But when I take you seriously and find you credible, you have the best chance of making something matter. So, if you have "your brand" in order, people will take you and your organization more seriously.

5. How does or should your personal brand relate to our organizational brand or message? Or are they completely unrelated?

### ***Exercises to Have Participants Design, Package and Deliver Their Brand Using the Personal Branding Workbook***

During your session, you may wish to lead the group through the process of designing their own personal brands, using the Design, Package and Deliver steps. If so, here are some suggestions on how to guide this process, including use of the Personal Branding Workbooks.

## **DESIGN**

ASK:

**If you were a hotel...which one would you be?  
Who would you want to attract?  
How would you want guests to feel when they entered?  
What would you want them to say when they left?**

SAY:

**Chances are that you would spend a lot of time on the front end, designing every little detail to create the overall effect you wanted.**

**People are the same. Those who are *intentional* and *purposeful* about the way they present themselves are the ones who get the results they're looking for. Just choosing a word isn't automatically going to make a difference; it's having a strategy by which you present yourself - and acting on it - that will get others to feel a certain way in your presence. So, as we go to choose our words for ourselves, remember, it's not a tag line, a slogan, or a personal ad campaign you're creating, but a well-designed plan that will allow you to matter in the minds of those who are most important to you.**

**So, let's take the time to purposefully Design our personal standard, and choose some words we'd like to live by.**

HAVE participants open the **Personal Branding Workbook** and answer the questions in the Design section.

## INTRODUCTION

*“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”*

**Tom Peters in Fast Company, 1997**

*“Relevance is something we earn based on the importance others place on what we do for them and by their judgment of how well we do it.”*

**David McNally**

*“Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.”*

**Jason Hartman**

We made this program to make sure you matter as a professional. By watching the *Make It Matter* video and working your way through the worksheets in this Personal Branding Workbook, you will be able to design, package and deliver your personal brand so that you become essential to the organization.

“When something is well-designed, it becomes significant and people grow to depend on it – it becomes *essential*.” While John Jenson was referring to the Golden Gate Bridge when he said this, it also applies to people. Have you positioned yourself in that way?

Do others see you as being vital to the organization? Does the contribution you make have such an impact that people depend on you day in and day out? Becoming a person that “matters” in an organization requires that you pay attention to the way others perceive you. Remember, if you don’t take yourself seriously, neither will your customers, co-workers and superiors.

This program is not asking you to completely reinvent yourself, but by doing the three things it teaches (Design, Package, Deliver), it will solidify who you are and allow you to “step it up” while still being true to yourself. Don’t attempt to be someone else; the fact is, you’d make a horrible “someone else”. Just clarify who you already are and how you can strive to improve your image.

We encourage you to watch the video and then take some time to go through this Workbook and strategically create your personal brand.

## DESIGN

Think about this:

If you were a hotel...which one would you be?

Who would you want to attract?

How would you want guests to feel when they entered?

What would you want them to say when they left?

Chances are that you would spend a lot of time on the front end, designing every little detail to create the overall effect you wanted.

People are the same. Those who are *intentional and purposeful about the way they present themselves* are the ones who get the results they're looking for.

1. How can you design and position yourself so that you are essential and people will see value in what you do?
2. What strengths do you bring to your organization (skills, experience, personality traits)? How do these strengths help the organization or its customers?
3. What words would you like people to use when they describe you? How would you describe yourself? List 4-5 words below (John Jenson suggests using words like Strong, Decisive, Compelling, Engaging, Articulate, Professional, Vital, Significant and Valuable):

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**Words:**

1. Do you regularly use proper diction? Do you speak with clarity? How do the words you choose when speaking support your personal standard?
2. How do you adjust the level/tone of your speech to suit your audience?
3. Are you consistent about using tools like “spell check” and editing your emails and other writings before they get sent out? How could you improve the quality of your written communication?
4. Remember, when speaking, strive for: Clear, Concise, Compelling. How would you articulate your organization’s message?  
  
How would you articulate your personal message/brand?

## Materials Included With *Make It Matter*

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In *Make It Matter: How to Make Yourself and Your Organization Essential*, author, speaker and consultant **John A. Jenson** addresses all employees — from the front line, up through mid-management, to the senior leaders — on the importance of creating a strong personal brand that makes them (and what their organization does) – *matter*.

- ◆ In the *DVD*, John Jenson presents the three things a person can do to make themselves matter: *Design, Package and Deliver*. Using a variety of stories and examples, he illustrates how personal branding can make an employee stand out and become an essential contributor to the organization's success. Jenson establishes and explains the *L.A.W. of Personal Packaging: Looks, Actions and Words*. The DVD is close-captioned and chaptered for easy review.
- ◆ The *Discussion Guide* gives instruction to a facilitator on different ways and settings to present the material to a group to produce lively discussion about the points covered in the video. Discussion questions and suggested responses are outlined as well as guidance in having participants work through exercises to design their personal brand using the *Personal Branding Workbook*.
- ◆ The *Personal Branding Workbook* is for participants to think about how they are, or can be, essential to their organization. They are asked to consider their own personal branding and work through the steps of *Design, Package and Deliver*. A sample workbook is included with purchase. It is recommended that each participant have their own workbook as it becomes a living document for them to refer back to. The workbook can also be used for self-study on its own after viewing the video.



# Program Information and Pricing

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Purchase Price: \$795.00

Rental Price: \$275.00

Preview Price: Free

Running Time: 22 Minutes

Materials included with purchase: DVD, Discussion Guide, sample Personal Branding Workbook

## Quantity Pricing Discounts

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### ***Make It Matter Program***

|              |         |
|--------------|---------|
| 2 copies     | 10% off |
| 3-5 copies   | 15% off |
| 6-10 copies  | 20% off |
| 11-15 copies | 25% off |

Industry discounts may also apply; call your Sales Consultant for more information.

### **Personal Branding Workbooks**

|         |                          |
|---------|--------------------------|
| 1-50    | \$7.95 each (list price) |
| 51-250  | \$7.16 each (10% off)    |
| 251-500 | \$6.76 each (15%)        |
| 501+    | \$6.36 each (20% off)    |

(contents, pricing & discounts subject to change without notice)