

LEADERSHIP:

THE PERSONAL BRAND OF BOARD MEMBER

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ELA,OPI**

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People's Competence

3) CONSCIOUS COMPETENCE

- the person achieves 'conscious competence' in a skill when they can perform it reliably at will
- the person will need to concentrate and think in order to perform the skill
- the person can perform the skill without assistance

2) CONSCIOUS INCOMPETENCE

- the person becomes aware of the existence and relevance of the skill
- the person is therefore also aware of their deficiency in this area, ideally by attempting or trying to use the skill
- the person realizes that by improving their skill or ability in this area their effectiveness will improve

4) UNCONSCIOUS COMPETENCE

- the skill becomes so practiced that it enters the unconscious parts of the brain - it becomes 'second nature'
- common examples are driving, sports activities, typing, manual dexterity tasks, listening and communicating
- it becomes possible for certain skills to be performed while doing something else, for example, knitting while reading a book

1) UNCONSCIOUS INCOMPETENCE

- the person is not aware of the existence or relevance of the skill area
- the person is not aware that they have a particular deficiency in the area concerned
- the person might deny the relevance or usefulness of the new skill



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WHO IS DOING WELL IN FINANCIAL SERVICES NOW?



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ERIK VOS



VIDEO CLIP – BECOMING EXCELLENT IN WHAT YOU DO



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Warren Buffet in 2008 was the richest person in the world says the Forbes billionaire list. Then Bill Gates passed him again in 2009.

The smart moves Warren made during the financial crisis probably have made him number 1 again.

Interestingly Warren Buffet is also the mentor of Bill Gates.

In July 2009, a rich Chinese investor paid \$2.1 million for a meeting to get advice from Warren Buffet. After the meeting, the investor said it was worth it. Warren said:





- “1. To get rich you need to find the **right people to inspire you.**
 2. You need to **keep things simple.** Unfortunately most universities are busy teaching students to over-complicate simple things.”
- President Obama said in a July 2009 speech: “I have been studying smart people all my life. My first hero was and still is Superman. As a student at Harvard, I was always learning about past presidents. Especially John F Kennedy.
- You have to study and surpass your role models.
- I also listen to Warren Buffet and so does Hillary Clinton.”



- Financial flows move because of fear and greed. I got rich because I am fearful when people are greedy and greedy when people are fearful. I understand that the flows of money follow emotion, not logic.”





Tennis, golf and elegant sport clubs have been making millions of advisors all over the world millionaires for over 100 years. **If you want to sell to rich people, it helps if you move in rich circles.**

When I got started as an advisor, I had no money to join such an expensive club. But I had just enough to buy one ticket for 1 session at the local Marriott Hotel health club. After they let me into the club, I went straight to the sauna. I sat at the bottom where it was not so hot. I hoped that this would help me keep my head cool so I could think. Someone came in: Right away, he splashed some water on the hot rocks. The sauna filled up with steam. Then he sat himself at the top of the benches where it was the hottest.

Exercise: How could you meet people that are more affluent in your free time?





“Mr. Gates, how do you get rich?” a reporter asked.

“**Speed.** You’ve got to always adjust your speed to make sure you are moving at the right speed. Not too fast not too slow. It’s in the book I wrote: “Business at the speed of thought.” Slow stuff never makes money.

Exercise: Which gear are you usually in? 1st 2nd or 3rd ? Do you think you have lost sales because you did not copy and paste the speed of the client and ended up being too fast or too slow?





Carlos Slim is now the 3rd richest man in the world. He is the owner of the wireless network in Mexico. When a Mexican advisor calls a client from her mobile phone she says: "Let's call the client. Maybe, after the call, I'll be richer. Senor Slim for sure will be richer."

People who have worked with him noticed that he never says much. **He just keeps on asking questions, listening**, looking wise and analyzing what he sees and hears. They call him the **Mexican Socrates**.

Are you asking enough questions?



THE PHILOSOPHY

Socrates always said:” I know that I do not know. So therefore, I have to ask questions. Even if I kind of know about my client’s problem, that does not help so much. The client I am having a meeting with does not know that he does not know what his own problem is. I have found it is useless to tell people what to think or what to do.”



Exercise:

On your last 3 meetings did you manage to ask enough smart questions or did you just have to keep on talking like an average advisor?





- Larry Ellison from Oracle is sometimes called the
- Chuck Norris of the software world. Last year he
- was the 4th richest person in the world.
- For 6 months in 2000, he was even richer than his arch rival Bill Gates.
- "I grew up as an orphan and never finished university. I have been fighting all my life. Every day I and my friend Steve Jobs must fight against Bill Gates. Steve and I have a lot in common. He's also an orphan and also dropped out of university. Steve was the photographer at my latest wedding." (His fourth)



Exercise:

How much are you fighting to make your business work?





✖ **Steve Jobs was asked: You have been successful for 30 years in everything you do. Computers with the Apple system, cartoons with Pixar, music with the iPod, retailing with iTunes, and now phones with the iPhone. What is the secret to you always being so successful?”**

“Easy, you always have to get these 3 things right:

1. Does it look cool and elegant?
2. Is it the most up to date technology?
3. Is it easy to use?”



Exercise:

1. Do you look cool and elegant?
2. Do you use the latest technology?
3. Do you seem easy to do business with?



“You Muzungus (white people) don’t understand how good you have it. Here in Kenya, we have nothing. Only hope and fear. Everything here happens because of either hope or fear. Hope is good. It gives courage to overcome fear.



Life in Kenya is not as you see in that cartoon movie “Madagascar return 2 Africa”.

Take our zebras. Every year they migrate

from the fields near the Serengeti to the green grass of the Masai Mara. To get to the green grass they need to cross the Mara River. The Mara River is full of crocodiles.

The zebra can only do it if he has hope.

Exercise:

Are you asking enough questions about the future to give the client hope and therefore courage to take action?





Many people in financial services like to read the books of billionaire entrepreneur Richard Branson. Like his latest one: "Screw it let's do it". They say it helps them get more self-confidence and therefore more energy. "Unfortunately, I had to drop out of high school because of my learning problems. I got a job selling records. This gave me the idea to start my own record store and later a record company."



UNLESS YOU ARE PROVOKED?



Exercise:

Are you working enough to boost your self-confidence?





Action: Richard Branson is nearly always smiling.

Reflex reaction: People get along with him.

Your action: You are interested in the client family's future.

Client's reflex reaction: The client becomes more interested in his family's hopes and dreams.



Exercise:

What could you do to improve the client's positive reflex reaction towards you?



HERE ARE SOME THINGS ADVISORS INVEST IN:

1. A new smart phone
2. A new elegant tie. Return on your investment in one year: probably 1000%.
3. A new notebook or netbook. Return on investment in 2 years about 500 %.
4. A visit to a great hairdresser for a totally new hairstyle. Return in two weeks 500%.
5. A new elegant watch. Obama's watch costs \$330. Return on your investment about 1000% in 3 years. Unless you buy a watch like Putin at \$50.000.
6. A new car to replace a 3-year-old one.
7. An expensive house. Return on investment: a giant minus.



Exercise:

**Are you investing the right amount into your
business so you can take the most out of it?**

Are you sure?





Exercise: Should you give a Sarkozy handshake or an Angela Merkel handshake?



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IN 1675, JOHAN DE WIDT FROM
HOLLAND INVENTED
LIFE INSURANCE.

Exercise: do you wear the standard uniform that produces results?





Are red outfits fuelling profits for female advisors?





“But I do not have time” is usually the excuse. But if the richest and busiest advisors, and all these billionaires feel it is profitable for them to make time for exercise than how about you?



WHAT ARE THE CLIENT'S EYES TELLING YOU?



WHAT IS THE CLIENT THINKING YOUR FACE IS SAYING?



WHAT ARE YOU TELLING THE CLIENT WITH YOUR HANDS?



HANDS



EXPLAINING YOUR PROPOSAL



MANNERS



VALUES



WHAT TO DO?



7 Principles of Admirable Business Ethics

1. •Be Trustful
2. •Keep an open mind
3. •Meet obligations
4. •Have clear documents
5. •Become Community Involved
6. •Maintain Accounting Control
7. •Be respectful



Video clip – F1 World Class Pit Stop

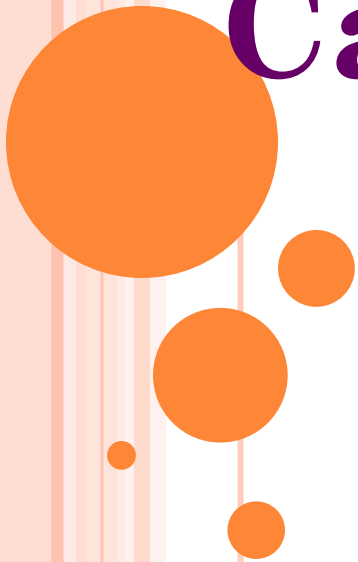


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CAN YOU?

Can I be a brand?



HELL YES!

But first...

Your brand **is not the** photography, the name, the design
and all the cool stuff that goes on the front-end

Your brand is REAL DEAL where the **outside
perception meets the inside reality**

This means your personal branding exercise will require:

RESOURCES

in place to help you not only with good design, right
messages and the technology but to also represent
exactly who you are.



BRAND ARCHITECTURE – THE PROCESS

Step 1: Leadership Awareness

Communicated through qualities of assertiveness, tenacity, passion, vision, desire, drive, discipline empathy...

Step 2: Profiling

What, How and When. The vision, goal, message and resources.

Remember you will define your brand based on your goals, vision, intent and resources.

Step 3: Synergy and Consistency

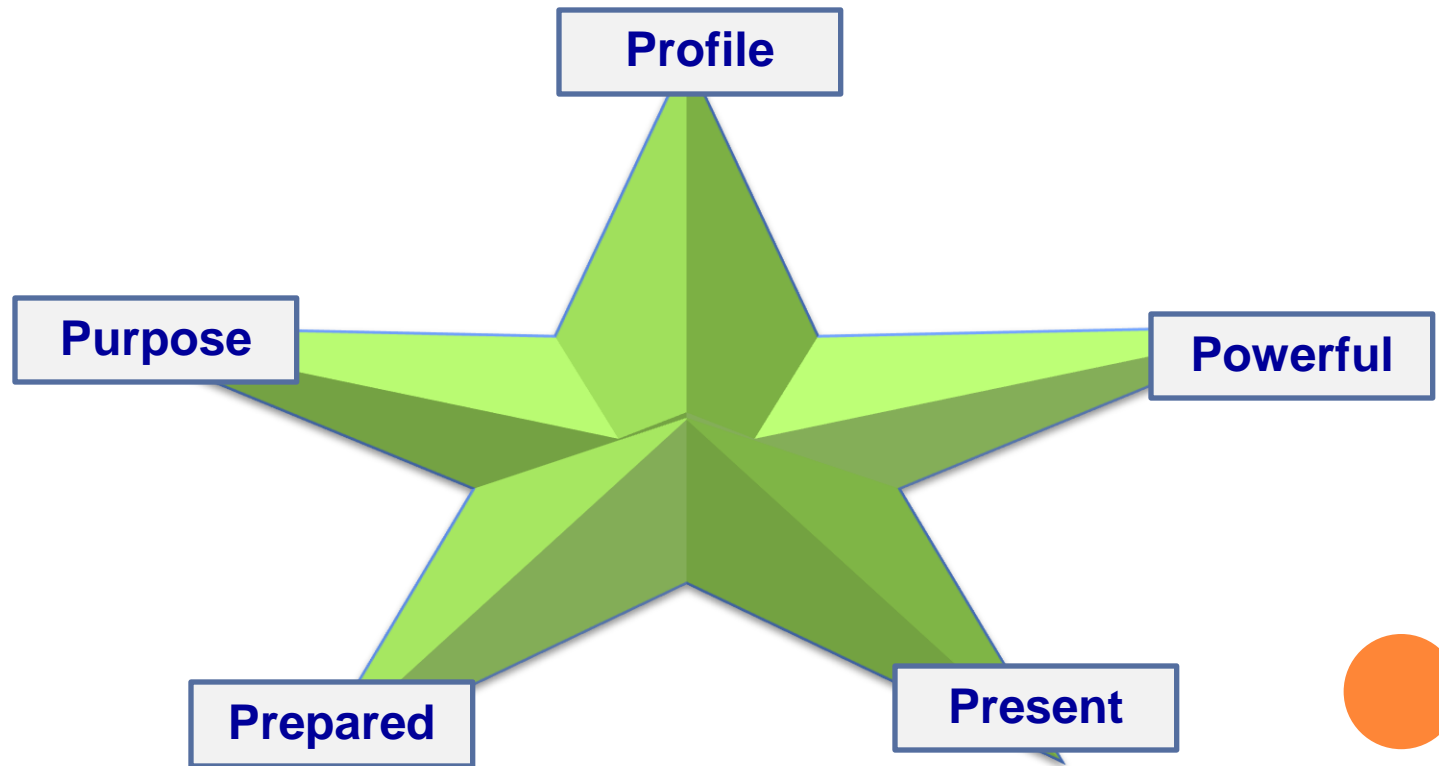
To start of:

- Write your qualities that you want to be known for
- Match them with your attributes that will help drive your goals
- *Write down 4 things that you want the world to know about you*



Step 3: Synergy and Consistency

Apply the star principles



BRANDS AND LEGACY

- ✓ **Personal branding** is the link between **your leadership and your legacy**.
- ✓ It is what remains intact when you have left that sit.
- ✓ Your brand never retires, INFACT it never dies.

Examples:

- ✓ Michael Jordan has not played basketball for over 10 years and he remains the most recognized personality synonymous with the game. Merchandise bearing his label are still the most expensive set.
- ✓ Steve Jobs created a company with FOLLOWERS not customers. Infact, Apple remains the most valuable firm yet it controls barely 8% of the gadget market. The brand and leadership created fanaticism that some might consider cultic



RULES OF PERSONAL BRANDING

1. **Don't Be Fake** – any successful brand is based on authenticity
2. **Identify a niche** – you are not intending to be all things to all people
3. **Communicate value** – avoid the trap of just content and visibility
4. **Be methodical** – take it slow and steady
5. **Be a Priest** – let your real and virtual worlds marry (there should be no inconsistency)



CONT'D

6. **Be selectively famous** – avoid fame but focus on those that need to know you
7. **Do it with others** – avoid walking in alone, enjoy the skills of others in building it
8. **Satisfy your network with value** – this is not just about you, its giving
9. **Never leave it to chance** – Only you can tell your great story like you know it
10. **Don't forget to measure** – Is this personal brand getting you anywhere?

*“There is no passion to be found in playing small - in settling for a life that is less than the one you are capable of living.”
-- Nelson Mandela*



What Color is your BRAND?



OUTWITTING THE DEVIL

BY NAPOLEON HILL ANNOTATED BY SHARON LETCHER 2011

- **Defeat is converted into Victory.** You will find happiness only by helping others to find it!
- **Fear is a self generating morass.**
- *“By Recognizing that you have a choice and reacting positively to your fears, you can permanently change your life for the better.”*
- “Your only limitation is the one you set in your own mind”
- “For everything you have missed, you have gained something else; and for everything you gain, you lose something.”
- “The whole of what we know is a system of compensations. Every defect in one manner is made up in another. Every suffering is rewarded; every sacrifice is made up; every debt is paid.”



SIX MOST EFFECTIVE FEARS

1. Poverty
2. Criticism
3. Illhealth
4. Loss of Love
5. Old age
6. Death

The “capacity to surmount failure without being discouraged” is “the asset of every man who attains outstanding success in any calling”.

“Failure is a state of mind; therefore it is something an individual can control until he neglects to exercise this privilege”.

“Failure brings a climax in which one has the privilege of clearing his mind of fear and making a new start in another direction”



MASTERING HUMAN BEINGS

- Two most effective devices;
 1. The habit of drifting, and
 2. hypnotic rhythm.
- “Life gives no one immunity against adversity, but life gives to everyone the power of positive thought, which is sufficient to master all circumstances of adversity and convert them into benefitism”.



HILL'S 7 PRINCIPLES FOR OUTWITTING THE DEVIL

1. Definiteness of **purpose**
2. Mastery over **self**
3. Learning from **adversity**
4. Controlling environmental influence(Associations)
5. **Time**(Giving permanency to positive, rather than negative thoughts-habits and developing wisdom)
6. **Harmony**(acting with definiteness of purpose to become the dominating influence in your own mental,spiritual,and physical environment).
7. **Caution**(Thinking through your plan before you act)



7 HABITS OF HIGHLY EFFECTIVE PEOPLE

STEPHEN R. COVEY

1. Be Proactive(Become an agent of change).
2. Begin with the End in the Mind(Developing a mission statement).
3. Put First Things First(Prioritize in a turbulent world).
(Independence then get to 4,5,6)
4. Think Win-Win(Moving from “Me” to “We”).
5. Seek first to understand...Then to be understood(Solve problems through Emphatic Communication)
6. Synergize(Build Unity through Celebrating Differences).
(Achieve Interdependence, then to greatness)
7. Sharpen the Saw(Renew your spirits and understanding).



FROM GREAT TO EFFECTIVENESS

- From Survival....to Stability....to Success...to Significance
- Reflect....The international Business Protocol.....





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THE END

