Brand U

Dr. Janet S Rose
jsrose@ku.edu
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Worksheet

• Archetype:

• Opportunities, “Gifts”:

• “I know I am in my element when __________”

• WHAT

• HOW:

• WHY:

• Four words:
Example: **Apple**

**Why:** Question the status quo

**How:** User friendly, beautiful & intuitive devices

**What:** MacBooks, iPhones

Simon Sinek
What is a brand?

Guiding vision
Distinctive Identity
Structure & Definition
Holistic, Perceived Personality
Find the best brand space

Opportunity

Authority
Differentiation

Specialized
Consistent

The Market
Relevance
Brand Archetypes: Which one are you?
<table>
<thead>
<tr>
<th>Yearning for Paradise: Independence</th>
<th>Leaving a thumbprint on the world: Mastery/Change</th>
<th>No Man or Woman is an Island: Belonging</th>
<th>Providing Structure to the World: Stability/Order</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Innocent</strong></td>
<td><strong>Hero</strong></td>
<td><strong>Everyman</strong></td>
<td><strong>Caregiver</strong></td>
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<td>“Free to be you and me”</td>
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<td><strong>Lover</strong></td>
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<td><strong>Ruler</strong></td>
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<td>“The truth will set you free”</td>
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<td>“If I can’t dance, I don’t want to part of your revolution.”</td>
<td>“Power isn’t everything. It’s the only thing.”</td>
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Leaving a thumbprint on the world: Mastery/Change

*Everyman*

“All men and women are created equal.”

*Jester*

“If I can’t dance, I don’t want to part of your revolution.”

Margaret Mark & Carol S Pearson, *The Hero and the Outlaw*
<table>
<thead>
<tr>
<th>Archetype</th>
<th>Enables People To</th>
<th>Brand</th>
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<tbody>
<tr>
<td>Creator</td>
<td>Make Something New</td>
<td>Williams-Sonoma</td>
</tr>
<tr>
<td>Caregiver</td>
<td>Care for others</td>
<td>Oprah</td>
</tr>
<tr>
<td>Ruler</td>
<td>Take Control</td>
<td>American Express</td>
</tr>
<tr>
<td>Jester</td>
<td>Have Fun</td>
<td>Miller Lite</td>
</tr>
<tr>
<td>Regular Guy/Gal</td>
<td>Be OK as themselves</td>
<td>Wendy’s</td>
</tr>
<tr>
<td>Lover</td>
<td>Find and give love</td>
<td>Hallmark</td>
</tr>
<tr>
<td>Hero</td>
<td>Be brave</td>
<td>Nike</td>
</tr>
<tr>
<td>Outlaw</td>
<td>Break the rules</td>
<td>Harley-Davidson</td>
</tr>
<tr>
<td>Magician</td>
<td>Bring about transformation</td>
<td>Disney</td>
</tr>
<tr>
<td>Innocent</td>
<td>Retain or renew faith</td>
<td>Ivory</td>
</tr>
<tr>
<td>Explorer</td>
<td>Seeker</td>
<td>Levi’s</td>
</tr>
<tr>
<td>Sage</td>
<td>Understand their world</td>
<td>Malala</td>
</tr>
</tbody>
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*The Hero and the Outlaw*, Margaret Mark and Carol S. Pearson
The Innocent

“Free to be you and me”

- **Core Desire:** Paradise
- **Goal:** Happiness
- **Fear:** Doing something wrong or bad
- **Gift:** Faith & Optimism
- **Trap:** Boring

“Free to be you and me”
The Explorer

“Don’t fence me in”

- **Core Desire**: Freedom
- **Goal**: Better, more authentic, more fulfilling life
- **Fear**: Entrapment, conforming, emptiness, nonbeing
- **Strategy**: Journey, new experiences, escape
- **Gift**: Independence, Discovery, Fearlessness
- **Trap**: Aimless wandering, a misfit
The Sage

“The truth will set you free”

- **Core Desire:** Discover truth
- **Goal:** Use intelligence and analysis to understand the world
- **Fear:** Being duped, misled, ignorance
- **Strategy:** Seek out information, knowledge, become self-reflective
- **Gift:** Wisdom, intelligence
- **Trap:** Opinionated or never act
The Hero

“Where there’s a will there’s a way”

- **Core Desire:** Prove one’s worth through courageous and difficult action
- **Goal:** Exert mastery in a way that improves the world
- **Fear:** Weakness, vulnerability, “wimping out”
- **Strategy:** Become as strong, competent and powerful as you are capable of being
- **Gift:** Competence and courage
- **Trap:** Arrogance, developing the need for there to always be an enemy
The Outlaw

“Rules are meant to be broken.”

- **Core Desire:** Challenge the world
- **Goal:** To destroy or change what is not working
- **Fear:** Being powerless, trivialized, inconsequential
- **Strategy:** Disrupt, destroy, shock
- **Gift:** Individualism, freedom, passion
- **Trap:** The dark side
The Magician

“It can happen”

- **Core Desire:** Knowing how universe works
- **Goal:** Make dreams come true
- **Fear:** Unanticipated negative consequences
- **Strategy:** Develop vision and live it
- **Gift:** Finding win-win outcomes
- **Trap:** Becoming manipulative
The Everyman/Everywoman
Regular Guy/Regular Gal

- **Core Desire:** Connection with others
- **Goal:** To belong, to fit in
- **Fear:** Standing out, being exiled, rejected
- **Strategy:** Develop ordinary, solid virtues, the common touch, to blend in
- **Gift:** Realism, empathy, lack of pretense
- **Trap:** Give up self to blend in - and exchange for superficial connections

“All men or women are created equal.”
The Lover

“\textit{I only have eyes for you.}”

- **Core Desire:** Intimacy and sensuality
- **Goal:** Being in relationships, work, experiences & surroundings they love
- **Fear:** Being alone, a wallflower, unwanted
- **Strategy:** Become attractive in every way
- **Gift:** Awaken the senses, gratitude, appreciation, commitment
- **Trap:** Pleasing others & losing identity.
The Jester

“If I can’t dance, I don’t want to be part of your revolution.”

• **Core Desire:** To live in the moment with full enjoyment

• **Goal:** To have a great time and lighten up the world

• **Fear:** Boredom or being boring

• **Strategy:** Play, make jokes, be funny

• **Gift:** Joy, possibilities, originality

• **Trap:** Frittering away one’s life
The Caregiver

“Love your neighbor as yourself.”

- **Core Desire:** Protect people from harm
- **Goal:** Care for others
- **Fear:** Selfishness, ingratitude
- **Strategy:** Do things for others
- **Gift:** Compassion, generosity
- **Trap:** Martyrdom of self, entrapment of others
The Creator

“If it can be imagined, it can be created.”

- Core Desire: Create something of enduring value
- Goal: Give form to a vision
- Fear: Having mediocre vision or execution
- Strategy: Develop artistic control and skill
- Gift: Creativity and imagination
- Trap: Perfectionism, miscreation
The Ruler

“Power isn’t everything, it’s the only thing.”

- Core Desire: Control
- Goal: Create a prosperous, successful family, company or community
- Fear: Chaos, being overthrown
- Strategy: Exert leadership
- Gift: Responsibility, leadership
- Trap: Being bossy, authoritarian
# 12 Archetypes - 4 Universal Human Desires

## Yearning for Paradise: Independence
- **Innocent**
  - “Free to be you and me”
- **Explorer**
  - “Don’t fence me in”
- **Sage**
  - “The truth will set you free”

## Leaving a thumbprint on the world: Mastery/Change
- **Hero**
  - “Where there’s a will there’s a way”
- **Outlaw**
  - “Rules are meant to be broken”
- **Magician**
  - “It can happen”

## No Man or Woman is an Island: Belonging
- **Everyman**
  - “All men and women are created equal.”
- **Lover**
  - “I only have eyes for you.”
- **Jester**
  - “If I can’t dance, I don’t want to part of your revolution.”

## Providing Structure to the World: Stability/Order
- **Caregiver**
  - “Love your neighbor as yourself.”
- **Creator**
  - “If it can be imagined, it can be created.”
- **Ruler**
  - “Power isn’t everything. It’s the only thing.”

## Leaving a thumbprint on the world:
- **Mastery/Change**
- **No Man or Woman is an Island:**
- **Belonging**
- **Providing Structure to the World:**
- **Stability/Order**

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[Image showing the archetypes and their descriptions]
Example: Apple
Why: Question the status quo
How: User friendly, beautiful & intuitive devices
What: MacBooks, iPhones

Simon Sinek
Worksheet

• Archetype:

• Opportunities, “gifts”:

• “I know I am in my element when ________”

• WHAT:

• HOW

• WHY

• Four words:
Thank you!