

A close-up photograph of a hand moving a white chess king piece on a chessboard. The background is blurred, showing other chess pieces and a person's arm. A red speech bubble graphic is in the top left corner.

THE
MOJO
SESSIONS

Who Stole My brand MOJO?
How strategic brands get their mojo working.



Who Stole My brand MOJO?

The rules of engagement have changed.

“I have all the **tools
and none of the
results!”**

When we looked at the totality of all that feedback, there was such a clear
takeaway: people didn't need more content, they needed to put it into practice. In
fact, **the more content we gave them, the harder it became for them to take action.**



Who Stole My brand MOJO?

Burning through time and money.

Marketing

What is it? **D**efine.



PERCEPTION

What is it?

Perception in the mind of someone with a problem.



In the crowd... why you?

Do you have any true **perceived** point of difference?



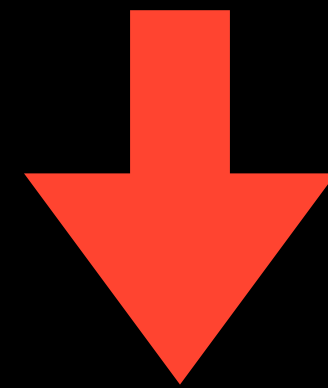
**ONE COMPELLING
REASON TO CHOOSE YOU.**

Can we tell the difference?

Marketing

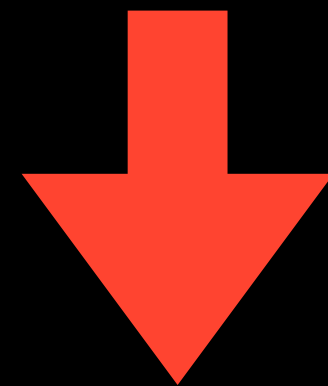
Perception

Who has a problem?



Sell the perception

Sales, Editorial, Communications, Promotions, Socials, WOM



Brand

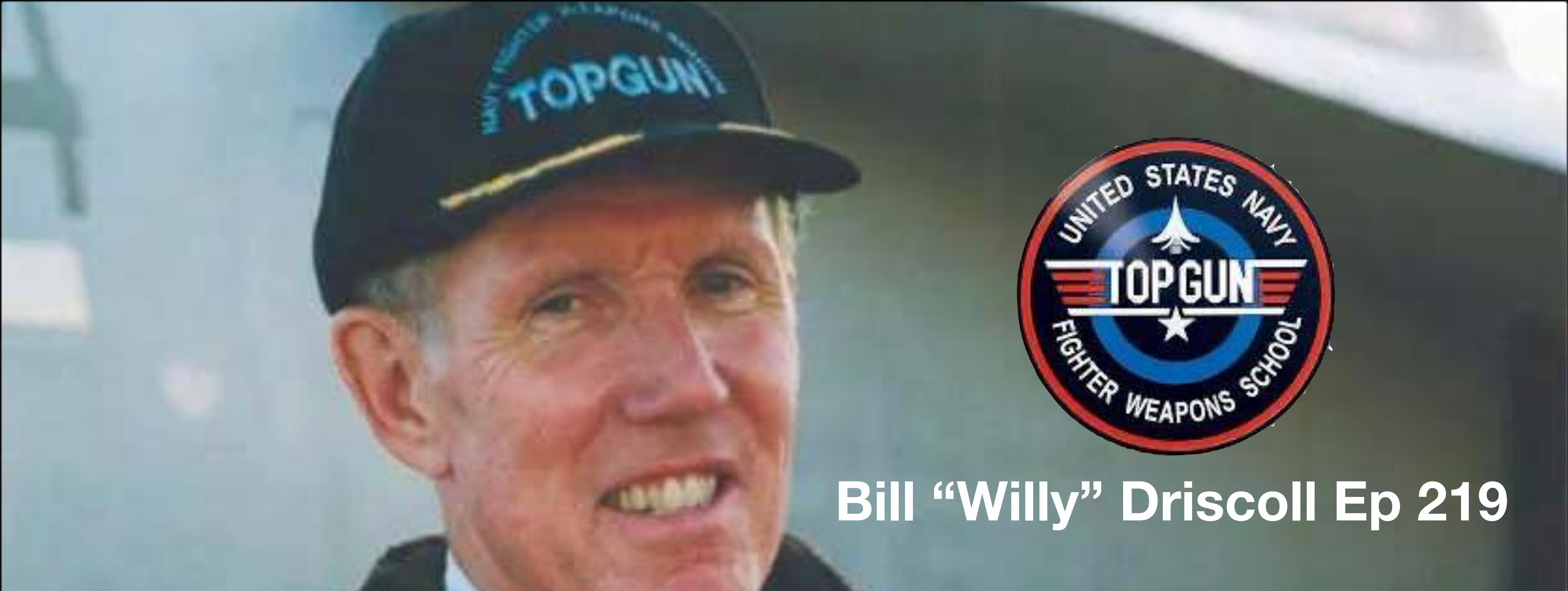
Consistency

Repetition



PERCEPTION

Why you?



Bill "Willy" Driscoll Ep 219

The Leader

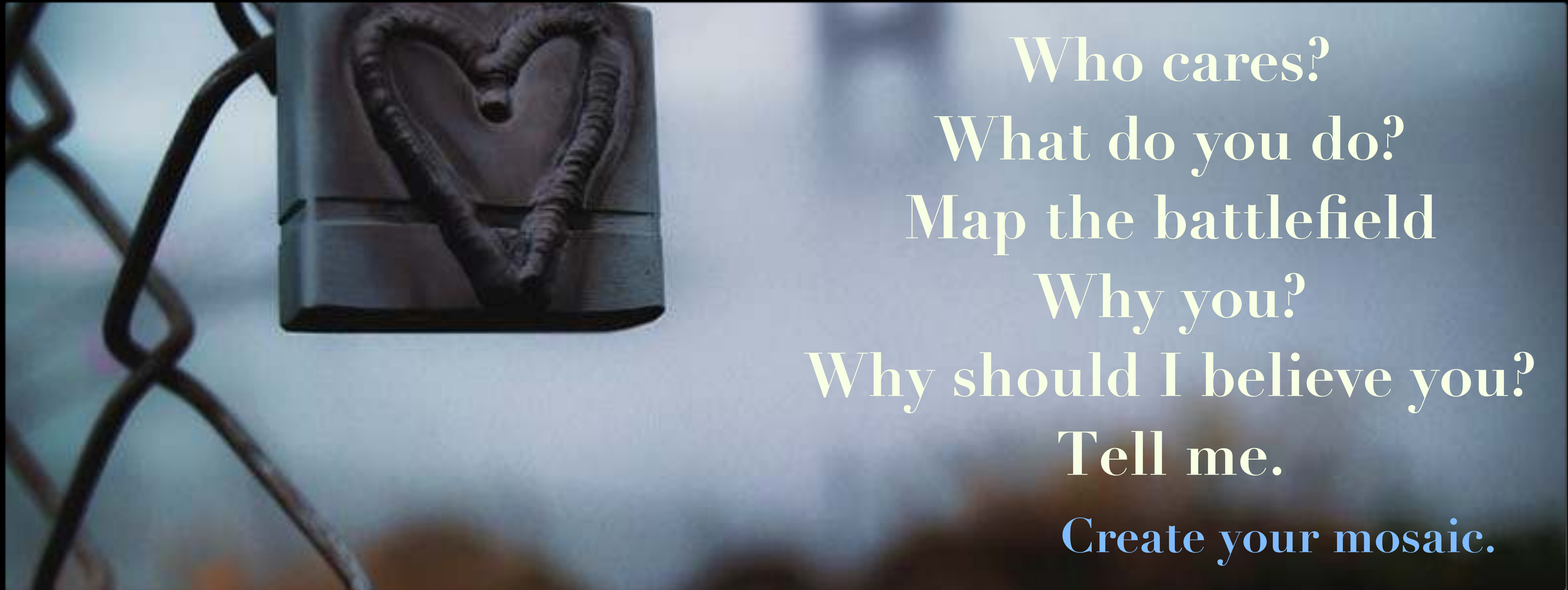
The will to succeed is of little value without the will to prepare.

“ Every battle is won
BEFORE
it is fought. ”



The Leader

The will to succeed is of little value without the will to prepare



Who cares?

What do you do?

Map the battlefield

Why you?

Why should I believe you?

Tell me.

Create your mosaic.

Audit



Build a mosaic over time

Be intentional with every one of your messages.



The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.



— Alvin Toffler —

Barry O'Reilly Ep 312

Think different.

The brand and marketing game has changed

Winning
requires you to
be **different.**

Tim Grover

P O C

Have a Point of Cause.



What do you do?

“I’m helping put a man on the moon Mr President.”



Why a mission?

My army won because they knew what they **were fighting for.**

Oliver Cromwell.

The image features a background of horizontal wooden planks. The text is rendered in a bold, black, serif font with a bright white glow around each letter, making it stand out against the dark wood. The text is arranged in two lines, with the first line being longer than the second.

**We're in business to
save our home planet.**

**The Patagonia mission
What will you sacrifice for?**



What will you sacrifice for?

What will you give your time for ...time away from family... your health... your focus?

[Home](#) » [Whole Foods Market](#) » [Our Mission & Values](#) » [Our Values](#) » [Our Core Values](#) »
Declaration of Interdependence

DECLARATION OF INTERDEPENDENCE

Our Purpose is to Nourish People and the Planet

Whole Foods Market is a dynamic leader in the quality food business. We are a purpose-driven company that aims to set the standards of excellence for food retailers. We are building a business in which high standards permeate all aspects of our company. Quality is a state of mind at Whole Foods Market.

Requires leadership.

What will you give your time for ...time away from family... your health... your focus?

An Idea Worth
Rallying Around
Point of **Cause.**



A study by Net Impact found almost half of today's workforce would take a 15 per cent pay cut to work for an organisation with an **inspiring purpose**. A survey by Calling Brands concluded that **purpose was the main driver of recruitment preference and retention**, because working for an organisation with purpose saw 65 per cent of employees willingly **go the extra mile and remain loyal to their employer**.

Build a mosaic over time

Be intentional with every one of your messages.



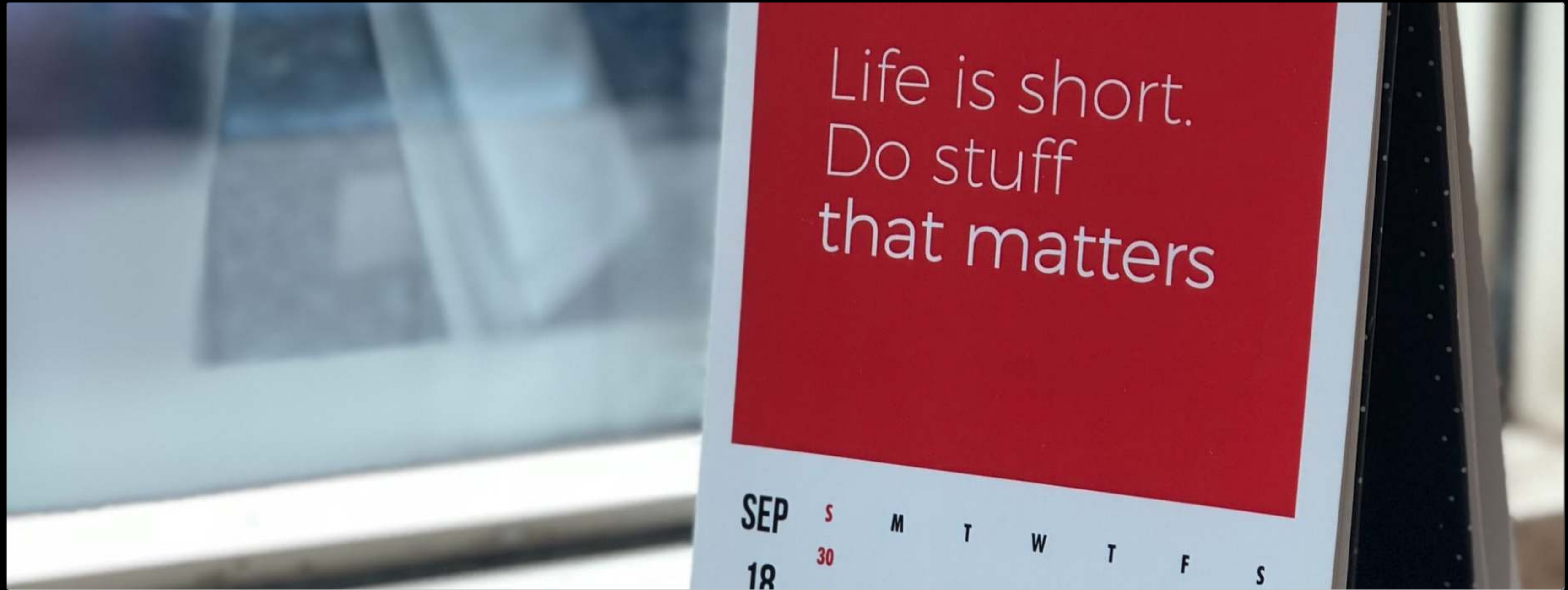
21% of employees are engaged at work



33% of employees are thriving in their overall wellbeing

wellbeing

"Living for the weekend,"
"watching the clock tick,"
"work is just a paycheck."
These are the mantras of most global workers. With only 21% of employees engaged at work and 33% of employees thriving in their overall wellbeing, most would say that they **don't find their work meaningful**, don't think their lives are going well or don't feel hopeful about their future.



What makes work meaningful?

A compelling future, a compelling why and guardrails.

Success

Philosopher and investor **Naval Ravikant** on how to escape competition:

“You can escape competition through authenticity, when you realize that no one can compete with you on being you.”

Success

The measure of **success** has changed.



“We measure our success not just by how much money we make, but by how much we contribute to the community. It is a two party bottom line.”



**Create your mantra.
Hammer it**



Why should I believe you?

The skeptics

Metail

The customer comes first.

But / am right when I say that everyone before now, for the most part, who said the customer comes first was lying.

The customer never came first. And the customer knows that. Any customer knows that until recently, rarely did

as consumers ever feel like the com

first. And what if

**GOOGLE SEARCH
THE TRUTH SEEKERS.**



Why should I believe you?

What do your actions demonstrate?

What's it like to do
business with you?



The Experience

What's it like to do business with your brand?



The Experience

What's it like to do business with your brand?

What's it like to do business with you?

When things go pear shaped?



RED



Bryce Hoffman

TEAMING

Red Teaming

What's like to work for us? To do business with us. Map the battlefield.

Debrief

Result ...what happened?

Reason... why?

Response...what's our action?

How do you
want to be known?

How do you want others to **perceive**
your brand?





Decide

To cut off.

THE MOJO SESSIONS



 Interesting conversations, interesting people

THE
MOJO
SESSIONS

WHO
STOLE
MY
MoJo?
HOW TO GET IT BACK AND
LIVE, WORK AND PLAY BETTER
GARY BERTWISTLE

LinkedIn



garybertwistle.com

www.garybertwistle.com/CoraggioSYD

Password : mojo1

Gary
BERTWISTLE
Unlock your great ideas...

Burning questions



What else?



To contact Gary

email: gary@garybertwistle.com

- To arrange for Gary to speak to your team or at your next conference
- To have Gary do a Virtual Keynote via Zoom for your team
- To work one to one with Gary on your strategy, brand, personal mojo