

BRAND NEW YOU

PERSONAL BRANDING AND PROFESSIONAL DEVELOPMENT

FEEL LIKE YOU BELONG?

Increased sensitivity to the meaning of words.

More Australians assign a positive definition to the term 'woke' – 48% vs 30%.

Significant change in Australia's work culture – introspective, work from home, gone are the 'larrikin days'.

Not sure you have the answers anymore?

IMPOSTER SYNDROME

Accomplishments = luck, hard work or
manipulating how people see me.



CLINICAL RESEARCH



What it is not.

- No difference between the sexes.
- Not related to self esteem.
- Not related to self-monitoring.



Imposter.



The Perfectionist



The Superhero



The Natural Genius



The Expert



The Soloist



CONFIRMATION BIAS.



ENCLOTHED COGNITION



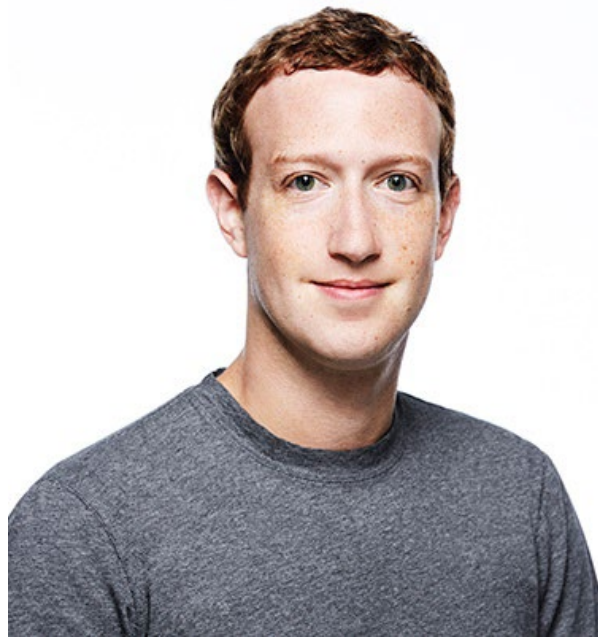
SEEING RED



HARVEY



COUNTER SIGNALLING



CONNECT.

We are more likely to agree with people if we believe we have a connection with them
- ‘psychological contagion’



ONE THOUGHT, ONE BREATH.



SCARCITY.

OBJECTS OF DESIRE

Record Breaking Auction Items in 2021



VISUAL CAPITALIST Source: Frank Knight

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AUTHORITY.



STATUS.



Status is given to you.

Power is about control over critical resources.

STATUS IS RELATIVE

We care about our status as it relates to others.

Only those that are in our immediate or nearby groups.



STATUS IS CULTURAL

What is deemed high status in one culture may not be in another.



STATUS IS FLUID

Status is given to you.
Power is about control over critical resources.



OPENNESS.



YOUR STORY



PREP



STATUS TRANSFER

Co-operative, social connectedness – improved status



OBJECTIVES



KILL THE MONSTER



SPEAKING WITH SPEED



SPEAKING WITH CONFIDENCE



SPEAKING WITH OWNERSHIP

