BRAND LEADERSHIP

Curt Stedron
Director, NCSL Legislative Training Institute
We serve you decaf if you're rude.

IKEA
WE THROW IN EXTRA PARTS JUST TO MESS WITH YOU.

MONOPOLY
A GREAT WAY TO RUIN FRIENDSHIPS
Share a **BRAND** (or two) that has earned your loyalty.

**WHY?** What about them keeps you coming back?
Share a **LEADER** in your life that you willingly followed.

**WHY?** What about them earned your devotion?
BRAND LEADERSHIP

We are loyal to BRANDS for the same reasons that we are loyal to LEADERS.

To generate that same loyalty in the legislature, Policy Leaders need to clearly communicate their own powerful “Leadership Brand”
Captain Mike “Mac” McFarland
“People don’t buy **WHAT** you do, they buy **WHY** you do it.”
“If any one of us fails, then none of us can succeed.”
Word Association Test
As a fiscal leader in my legislature, my **PURPOSE** is to...
As a fiscal leader in my legislature, what ENDURING OUTCOME do I aspire to deliver to future generations?
Look at your two lists of **WORDS**

Pick **one** of those words and share an **ACTION** you have taken in the legislature to help bring that concept to life.
Tell **POWERFUL** stories
“In our information saturated age, you won’t be heard unless you’re telling stories. Facts and figures and all the rational things that we think are important don’t stick in our minds at all. Stories create ‘sticky’ memories by attaching emotions to things that happen.”

Nick Morgan, Harvard Business Review
“Storytelling is a way for leaders to embody the change they seek. Rather than merely advocating and counter-advocating propositional arguments, which lead to more arguments, leaders establish credibility and authenticity by telling stories. When they believe deeply in them, their stories resonate emotionally, generating creativity, interaction and transformation.”

Steve Denning
Leadership Consultant
The most impactful stories...

*Humanize* the main issue by putting a human face on an abstract Value or Theme.

Are *specific*: a movie *SCENE*, not the whole movie, about a specific person or group.

Have an emotional *twist*: **despair turns to hope; struggle to success; triumph to tragedy**
STORY STRUCTURE

Highlight a clear and simple CORE VALUE

Tell a short STORY (include sensory details! Twist!)

Re-emphasize the VALUE
Think of an *experience* in your life that influenced your decision to devote your legislative energy to the fiscal arena.

A single SCENE.

Tell that (short) story to your tablemate.
Legislative BRAND Leadership

Know your *Leadership WHY* and match it to your actions

Communicate that WHY through *powerful stories*

Develop a unique *knowledge base*

Cultivate an *indispensable talent*
CREATE A **BRAND LEADERSHIP** TAGLINE

GANDHI: “Be the Change”

AIRBNB: “Belong Anywhere”

LINCOLN: “Birth of Freedom”

COCA-COLA: “Taste the Feeling”

FORD: “Go Further”
LOGO TEMPLATE: Verb + Outcome

GANDHI: “Be Change”

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TAGLINE TEMPLATE

Pick your best VERB from “My purpose is to...” list

Pick your best OUTCOME from “Enduring achievement...” list

Combine them into your Leadership Brand tagline
“FACILITATE”  “THINKING”
Create your own BRAND LEADERSHIP Logo

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