



BRAND LEADERSHIP

Curt Stedron

Director, NCSL Legislative Training Institute



We serve you decaf
if you're rude.



WE THROW IN EXTRA PARTS
JUST TO MESS WITH YOU.



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”***

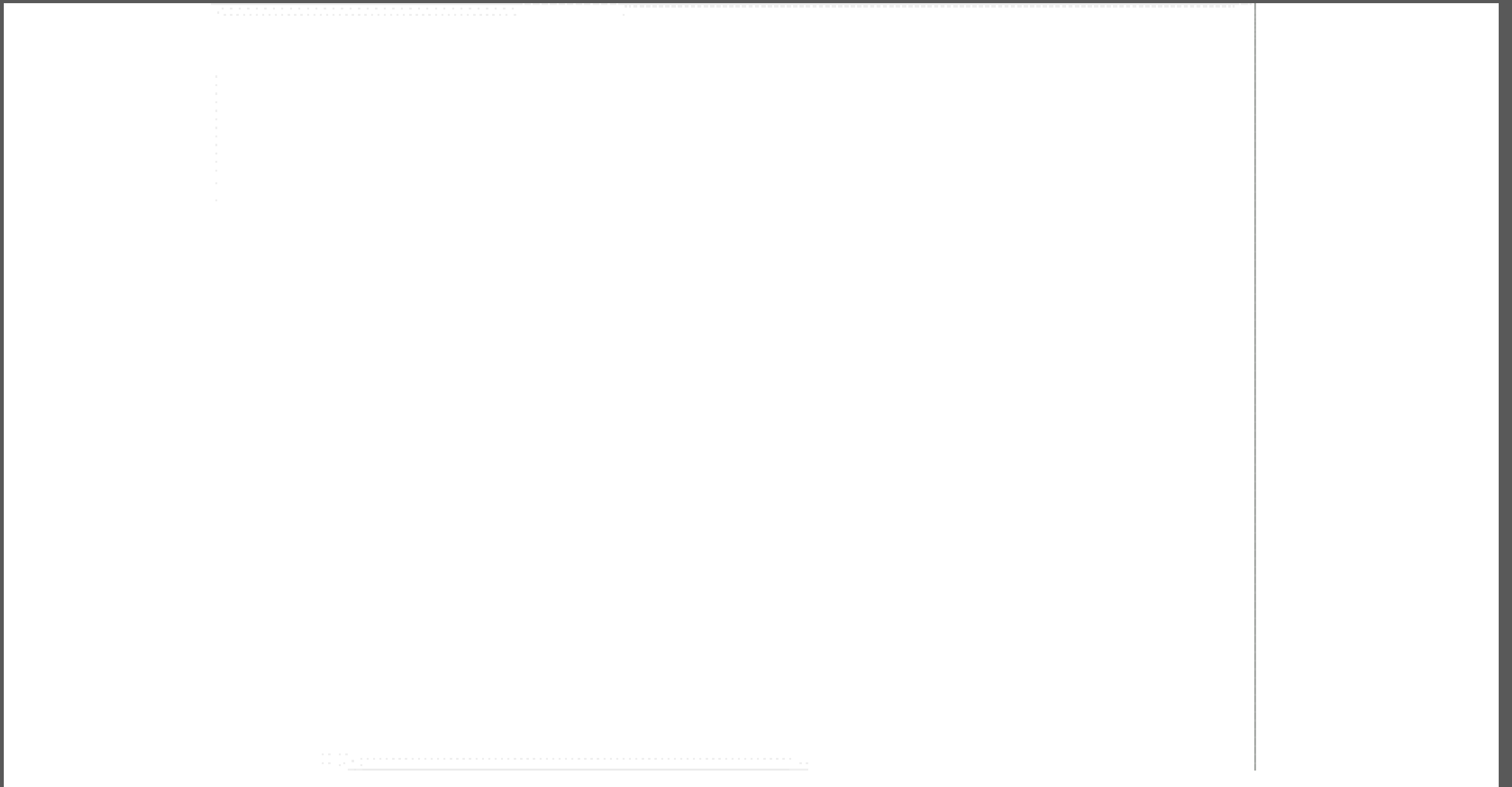


**THE
NORTH
FACE** 

®

Captain
Mike “Mac”
McFarland





“People don’t buy *WHAT* you do, they buy *WHY* you do it.”



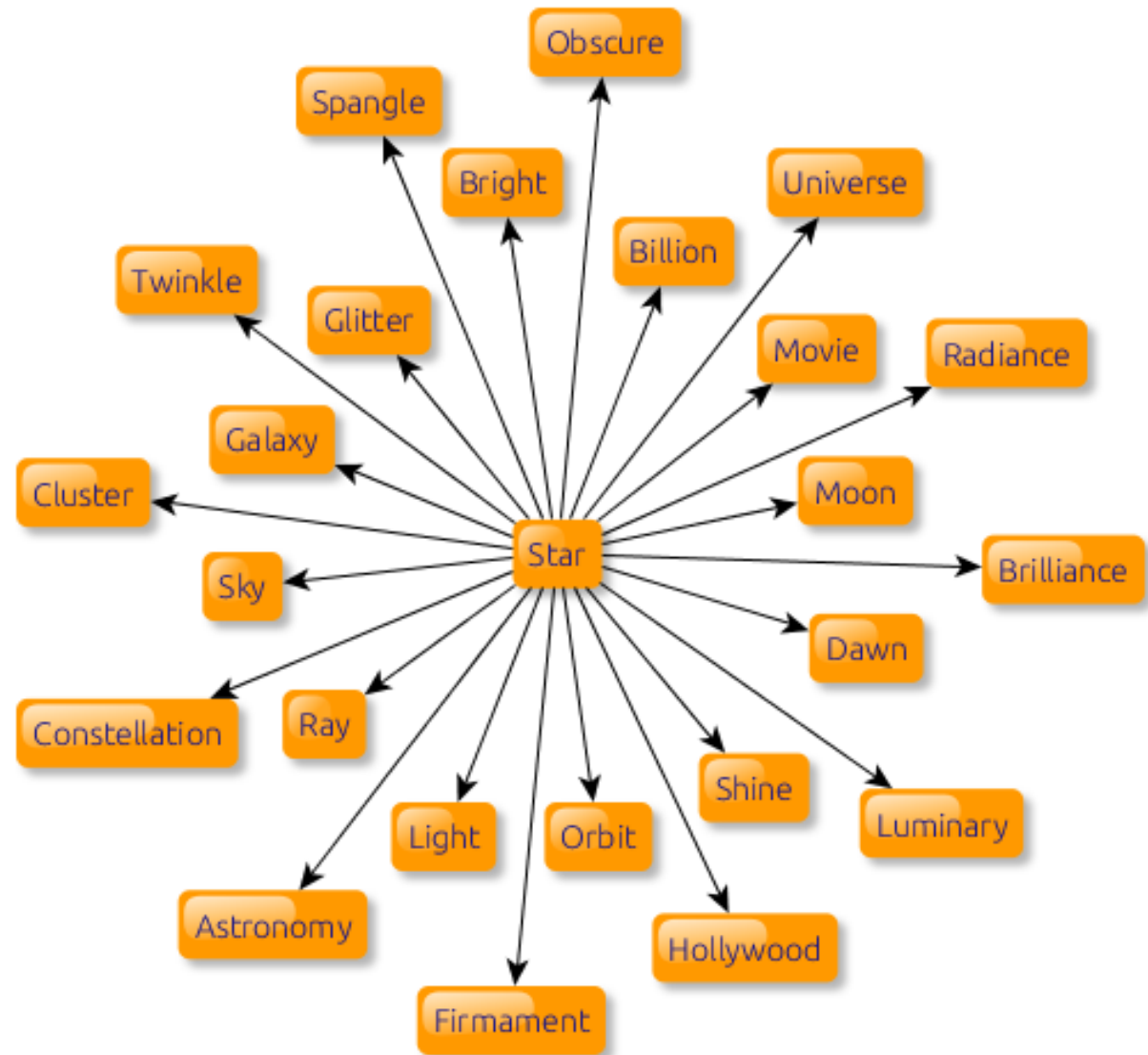
THE
NORTH
FACE®



*“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.

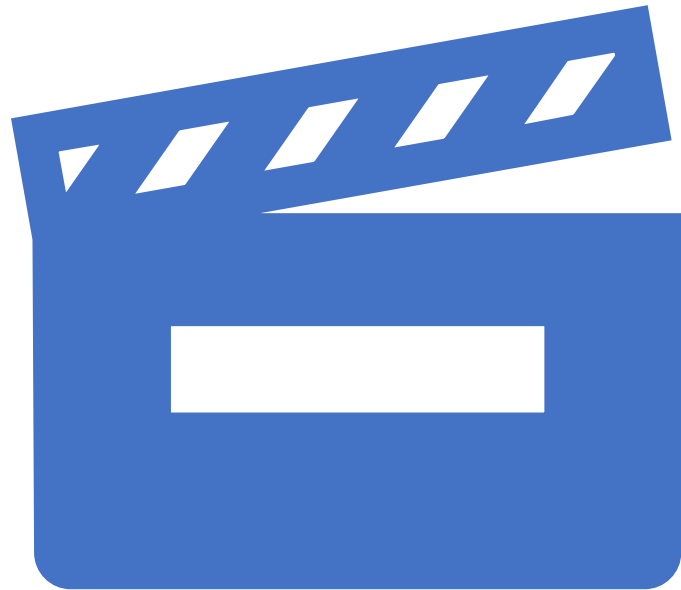
*Tell **POWERFUL** stories*

“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.

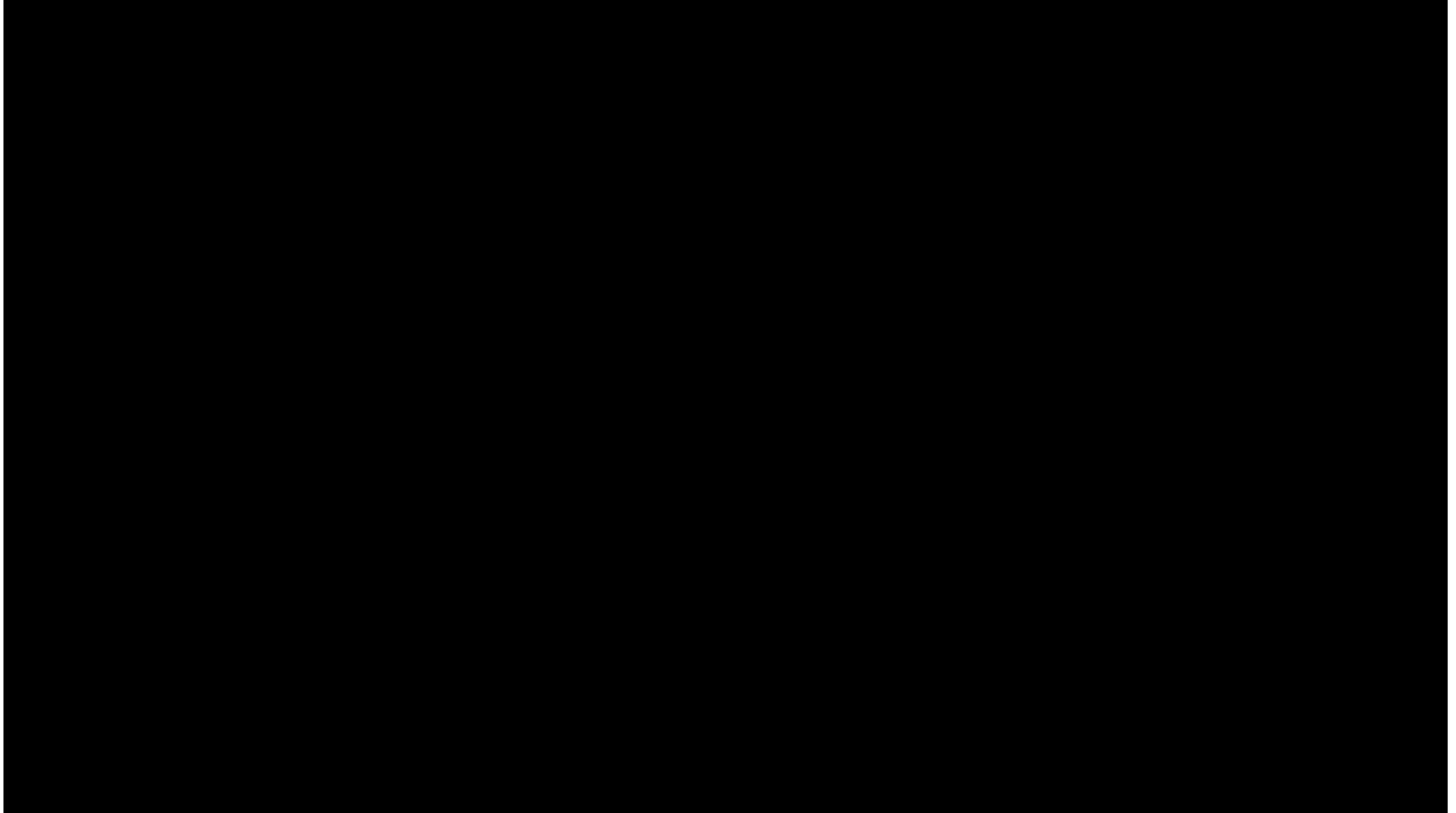
Have an emotional *twist*: *despair turns to hope; struggle to success; triumph to tragedy*

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.



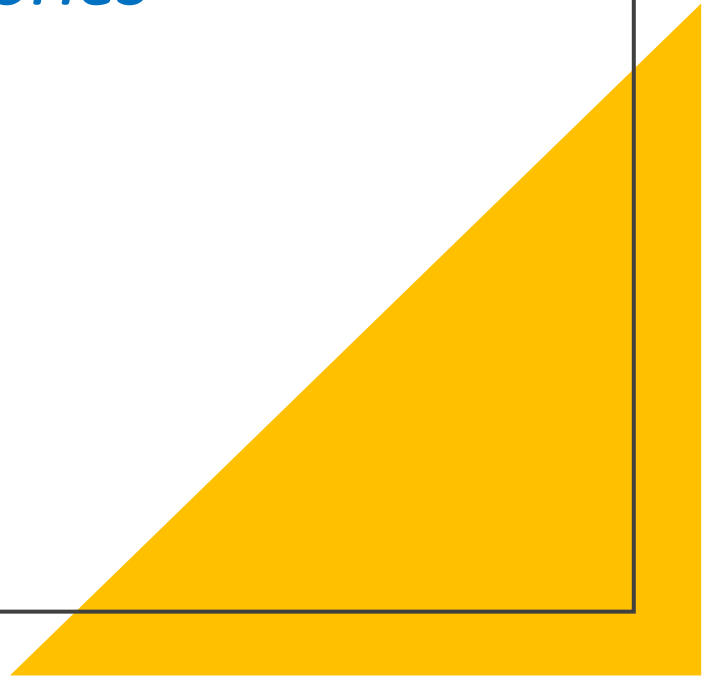
Legislative BRAND Leadership

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**”

AIRBNB: “**Belong** **Anywhere**”

LINCOLN: “**Birth** **Freedom**”

COCA-COLA: “**Taste** **Feeling**”

FORD: “**Go** **Further**”

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”



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“THINKING”



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BRAND LEADERSHIP
Logo

www.looka.com





LEADERSHIP BRAND