

BRAND YOU50

We think the WOW Project! is the fundamental atomic particle of the NWW (New World of Work).

In the midst of a discussion in June 1998, my comrade in arms, Julie Anixter, turned to me and blithely said, "So, how about making a list of the 50 things you think are most important about Way Cool Projects [that's what we called them at the time]." Turns out I had just finished reading a terrific management book, Stan Davis' *Blur*. His last chapter had been a list of 50 practical things that captured the essence of the book. I'd glanced at Stan's main body of text and then meticulously gone through the list.

Light bulbs flashed in my mind. We're all insanely busy. We want stuff we can use ... now! Sooooo ... why not (1) construct a whole book around 50 ideas that illuminate an important topic, (2) do a series of books that collectively go to the heart of the work place madness engulfing us all, (3) make each one portable as Hell ... i.e., pocket size, and (4) action oriented to a fault?

A year later we're delighted to announce the first three of a dozen or more "50 Lists" that will encompass all the important elements of our The Work Matters! movement. Below you'll find the basic, barebones "list" from *the Brand You50*.

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1. Coping rests on your shoulders. Forget "they." This is your life. Period.
 - 1a. When was the last time you asked: WHAT DO I WANT TO BE?
2. You have no option: THE WHITE COLLAR REVOLUTION IS ABOUT TO SWALLOW ME/YOU/US!
3. The Answer: Becoming "Brand You."
 - 3a. What if we each had "market cap"free-market evaluation of our economic worth, like ballplayers and actors more or less do?
4. Getting started now: Perform a Personal Brand Equity Evaluation. And: Create a Yellow Pages ad for ... you.
 - 4a. We need a snapshot: What does Brand You "look" like? "Feel" like? For starters: Consider Icon Woman. (And hear her roar!)
5. Forget "tasks." The new Brand You currency: WOW Projects!
 - 5a. Commit yourself fully to The Project Life. Pursue Mastery.
6. YouBrand Youare a "package."
7. "Inc." yourself. Mindset: I AM A COMPANY.
8. Speak out! Brand You is about what you value!
9. No walk in the park: Brand You demands a rich portfolio of skills.
 - 9a. Brand You Warriors wear at least Eight Hats ... from sales to accounting to product development.
10. Learn to play The Great Game of Business. You must master the Brand You Economic Basics
11. Paint a compelling, technicolor word picture of who you are.
12. Obsess on your ... job title. (Yes, it is that important.)
13. Brand You: WALK THE TALK. ("We must become the change we want to see in the world."Gandhi)
14. Brand YouS embrace the real-world Politics of Implementation. (Or else!)
15. Turn crummy little tasks into Hopelessly Cool Projects. (IT CANALWAYSBE DONE.)
 - 15a. Work with what you've got! Make it a masterpiece!
16. Master "bootstrapping." LEARN TO SCROUNGE RESOURCES!
17. The Brand You ARE your portfolio: Think Quality of Project Portfolio

- 17a. You are the WOW-ness of every project. So: Score WOW-ness!
18. FOCUS!
19. You are your Clients I: BRAND YOU IS DEFINED BY HER(HIS)CLIENTS. Who they are. Who they aren't.
20. You are your Clients II: SO ... LISTEN TO'EM! CONNECT WITH 'EM!
21. You are your saleable competencies: Brand You must be ... stunningly good at something of value to clients.
22. You are your Rolodex I: Brand You is a Team Sport.
- 22a. Loyalty: More important than ever! NewBrand YouLoyalty = Rolodex Loyalty. (Not "logo loyalty.")
23. You are your Rolodex II: Breadth counts! Collect Freaks!
24. Design matters ... A LOT ... TO BRAND YOU! You are your "signage": phone skills, report writing style, letterhead, etc.
25. Consider your "product line. Add to your product line ... regularly. (OR ELSE.)
26. Think B-i-g. As in, Big Ideas. "Did it make me gasp when I first saw it?" adman David Ogilvy's WOW Test.
27. Me Inc./Brand You Mantra: Dare ... Daily.
28. Submit to the performance! Brand You is a performing art.
29. Bosses: YOU GOTTA damn well oughta LOVE BRAND YOU! (It's all about turning "employees" into Performance Maniacs.)
30. Identity = Most cherished Asset. Brand You: Learn to think like Gillette or Saturn.
31. A brand is a "trust mark": Brand You rests upon bedrock called Credibility.
32. It may sound small. IT AIN'T. Calling cards tell a Large Tale. (First Things First.)
33. Build a Web site that WOWs. NOW.
34. You are your own P.R. agency. For starters: Join Toastmasters.
35. Work on your Optimism. (Spreaders of doom + gloom rarely attract followers!)
36. Renewal = Job 1 For Brand You. Period.
37. A must: Formal Renewal Investment Plan.
38. Learn from ... anyone. Anywhere. Anytime. BECOME A SPONGE ... for Cool Stuff. (Work on exposing yourself to cool stuff.)
- 38a. Love the Plateau! Learning the essence of Brand You is not a smooth ride. (you get stuck at times.)
39. YOU Brand You Need a terrific Board of Directors. (No kidding.)
40. YOU Brand You Need a "Front Line University." Message: stay in close touch with "real people."
41. Hunt for Cool Dudes-Dudettes. All Brand You's youngest to oldest stare perpetually in the Talent Scout Mode.
42. Create your own, cool organization ... Me & Co. ... even if you are young, "unempowered," and on someone's payroll. (You are always a Builder! If you're smart.)
43. Leadership is me ... as Brand You ... at all times. ("Leadership is independent of formal position. Period.) for exploration that mimics a four-year-old's.
44. Power MATTERS. Stuff that matters that gets done demands superb political skills.
45. YOU Brand You need a Formal Marketing Plan.

- 45a. Think hard: Do I really have a "Product"? (This is no easy "test" to pass.)
46. Think: ONE WOMAN(MAN)GLOBAL POWERHOUSE. (Seriously.)
47. Sell. SELL. SELL!!!
48. YOUBrand YouGOTTA BE A "CLOSER." (Learn to "Ask for the business.")
49. Effective Brand Yous are dis-loyal! (I.e., on a Crusade that transcends "the corporation.")
50. Welcome to Free Agent Nation!