

The Most Human Brand Wins

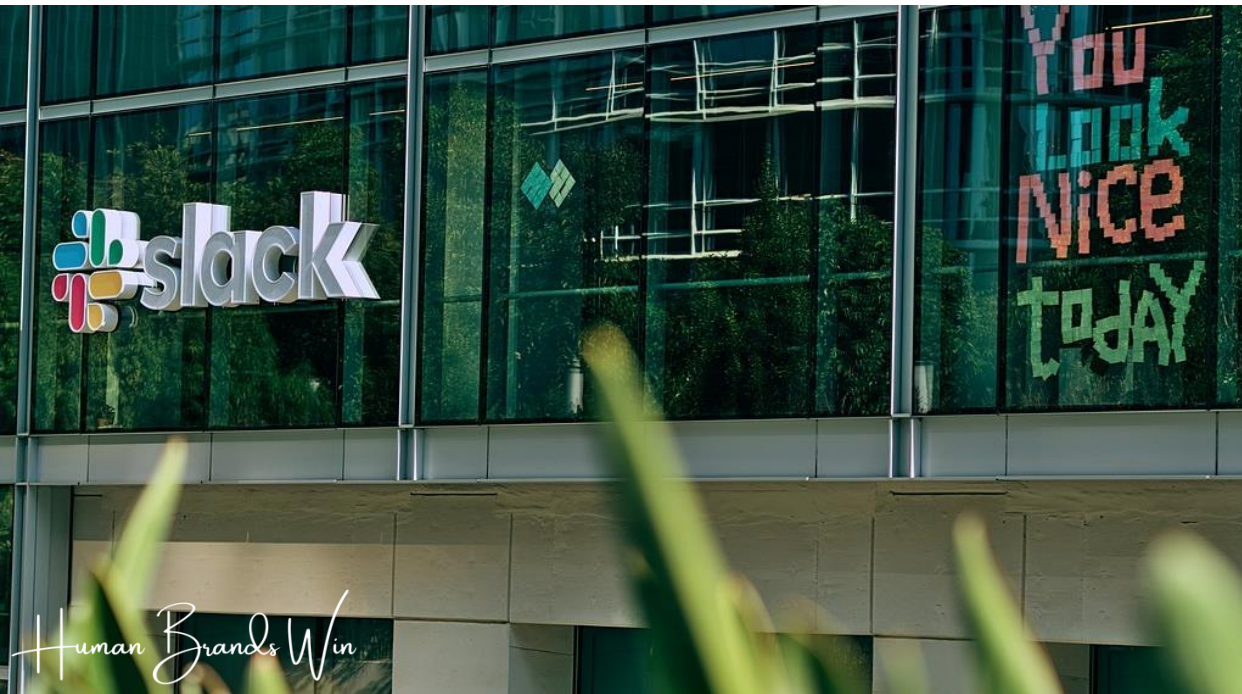
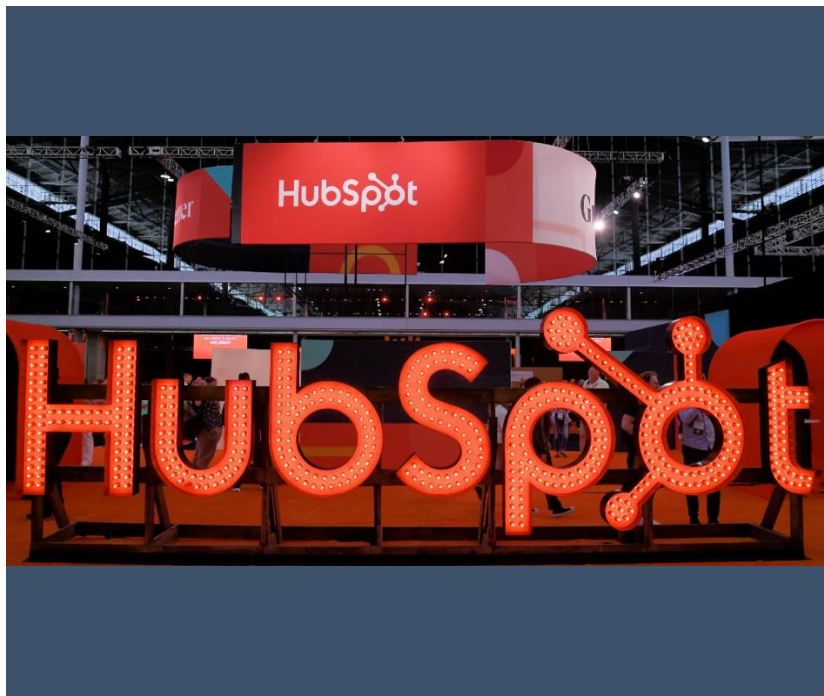
How and why to build BRAVE, human-centric brands that transcend in a world of fear and conformity.

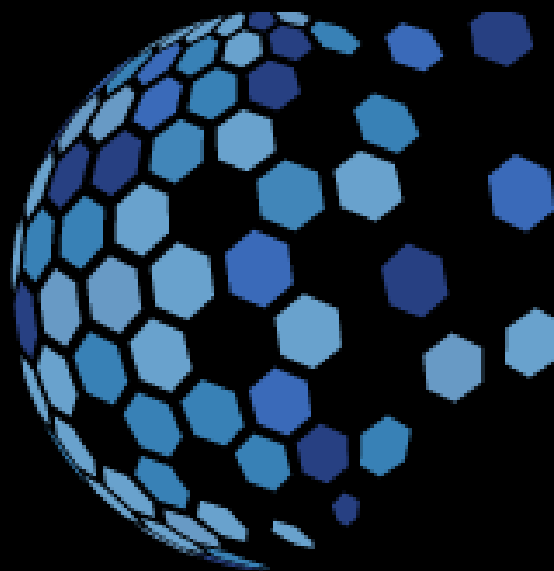
Presented by Lindsay Tjepkema



#MPB2B







YourBrand
INCORPORATED



There's a better way.



Pursue what is *human*,
instead of fearfully
following what others
claim has been *proven*.

Human Brands



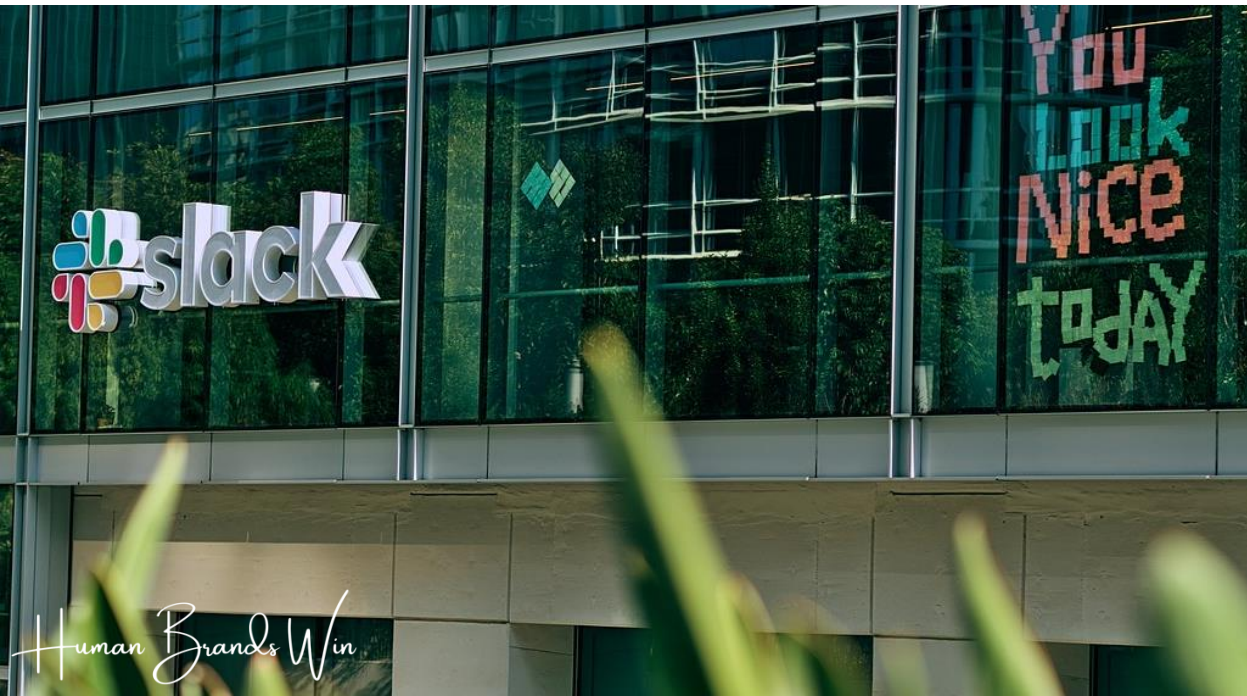
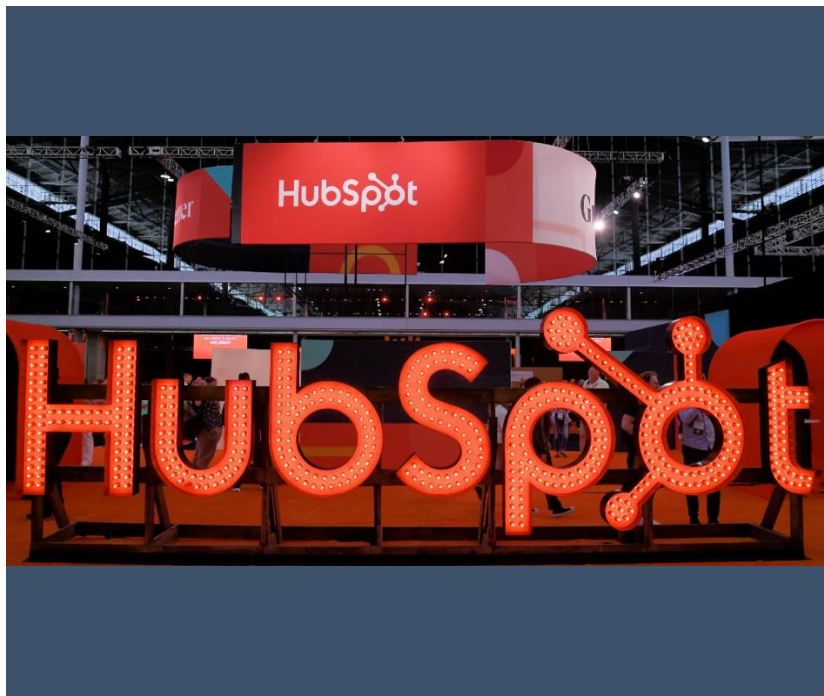
What's a Human Brand?



BRAVE

- Relationships ~~transactions~~
- Encourage **BOLD** creativity
- Pursue deep, authentic connections
- And...

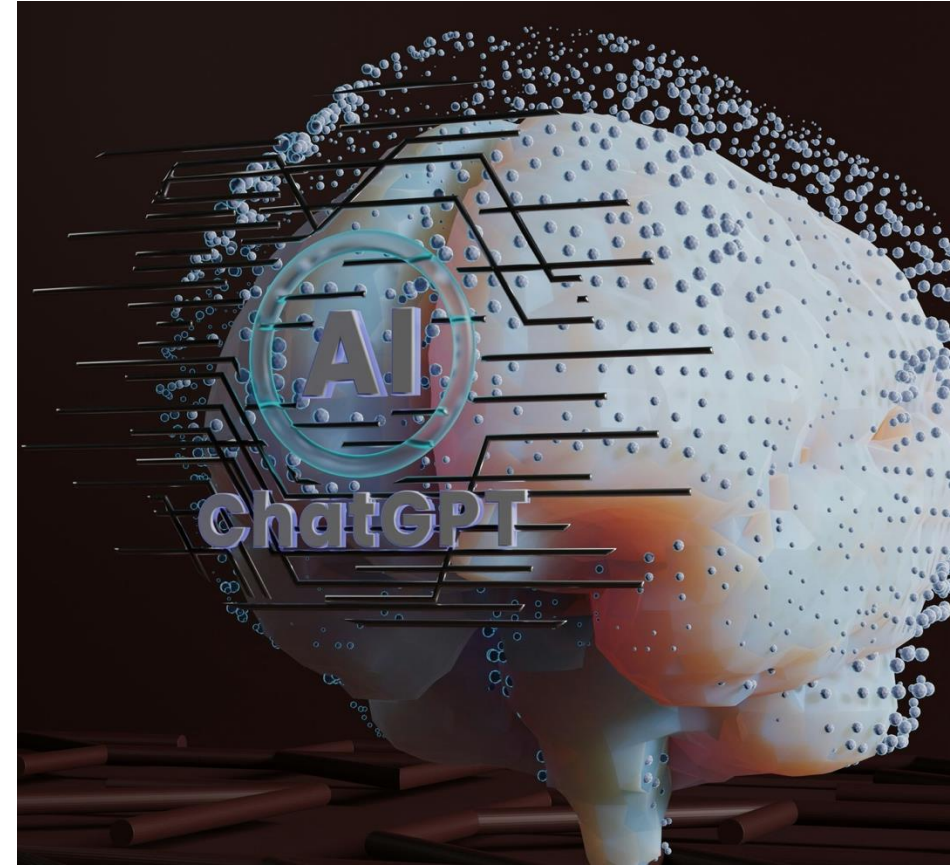
“Human Brands are brave enough to reject and purposefully forgo the harmful belief that the latest algorithm, growth hack, tech tool, influencer, or formula will be the easy button to success.”

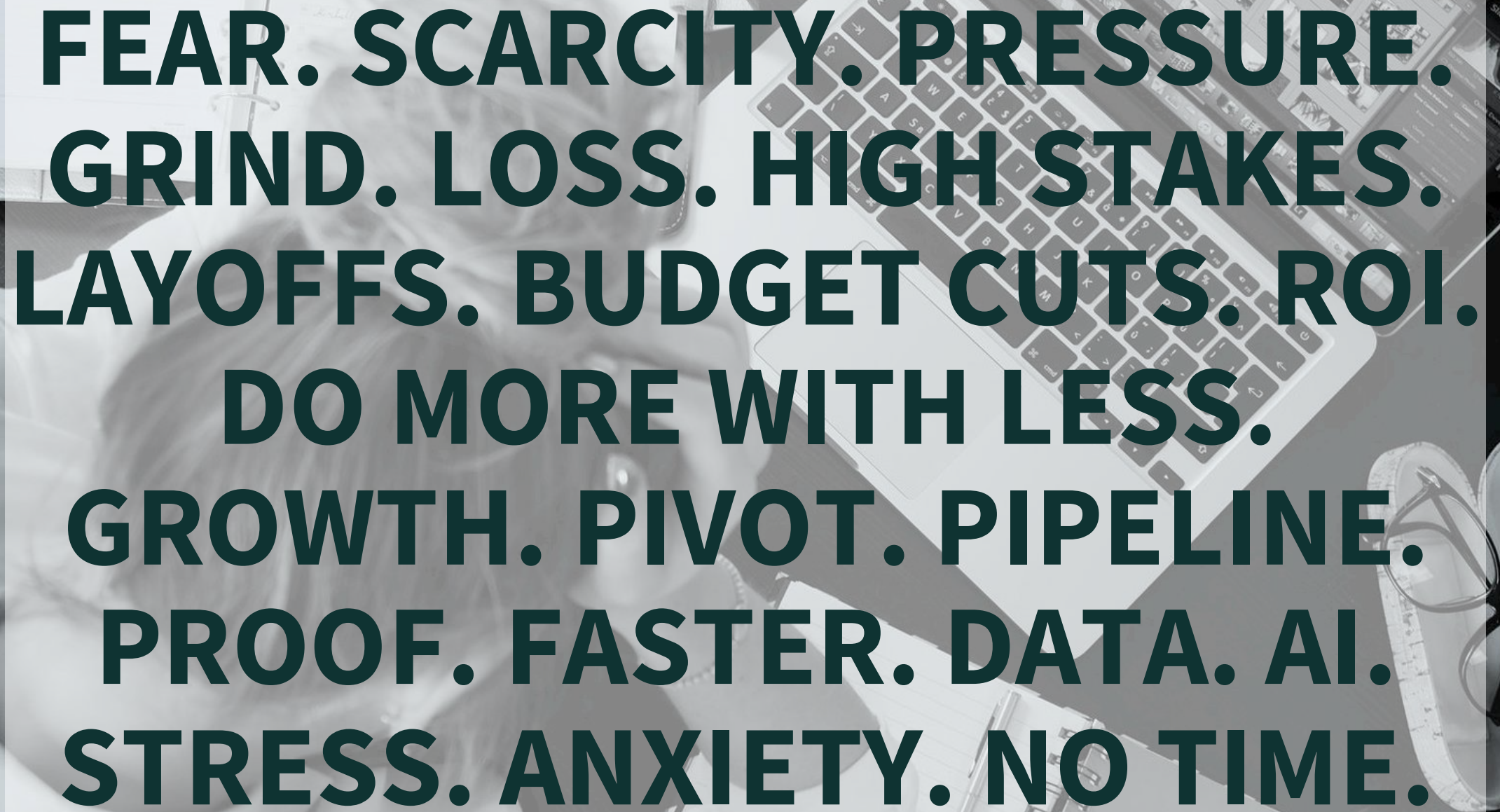


**Well, then, why isn't every
brand a Human Brand?**



Human *Brands* Require Human *Brains.*





**FEAR. SCARCITY. PRESSURE.
GRIND. LOSS. HIGH STAKES.
LAYOFFS. BUDGET CUTS. ROI.
DO MORE WITH LESS.
GROWTH. PIVOT. PIPELINE.
PROOF. FASTER. DATA. AI.
STRESS. ANXIETY. NO TIME.**

~~CREATIVITY~~ + ~~CONNECTION~~



This is where legacies begin.

The audacity pursue what is *human*, instead of fearfully following what others claim to be *proven*.

That's BRAVE.

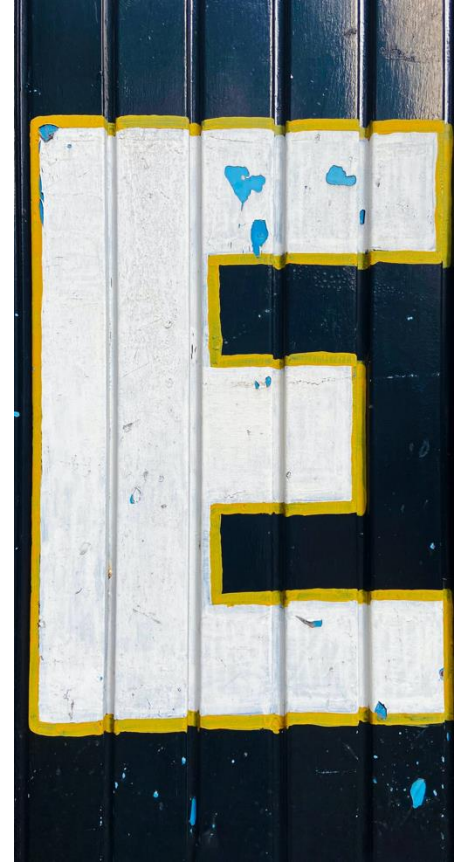
You have a choice today:

1. Give in to the fear and pressure.
2. Bravely embrace the audacity of creative boldness.

The world's greatest brands have
already given us the answer:

Pursue what is *human*.
Don't limit yourself to what is *proven*.

I want to see you be...



I want to see you be...



Brand



Relationships



Audacity



Values



Energy

BRAVE: Brand

Does this strengthen the brand so it can transcend and build a legacy and avoid becoming a commodity?

- Establish Brand Positioning
- Elevate Brand Authenticity
- Differentiate Your Offerings
- Build Brand Consistency
- Strengthen Brand Equity

BRAVE: Relationships

Does this get us closer to or further from the people who are most aligned with the vision?

- Prioritize Depth Over Breadth
- Surround Yourself With Advocates
- Nurture Collaborative Partnerships
- Foster a Sense of Community
- Consider the Long-Term Impact

BRAVE: Audacity

Does this align with the biggest ideas, the unique vision, and the WHY of the business?

- Pursue The Vision
- Prioritize Creativity
- Strengthen Brand Identity
- Energize Your Team

BRAVE: Values

Does this support the brand's core values, or distance us from what we believe is important?

- Authenticity
- Integrity
- Courage
- Empathy
- Responsibility

BRAVE: Energy


Does this give energy or deplete it? What does my gut tell me?

- Does this align with your purpose?
- Examine your reaction
- Consider the long-term impact
- Trust your instincts

Brands Being Brave



Brands Being Brave




Christina Brady • 1st
CEO & Co-Founder of Luster | Sales Trainer & Strategist | 3x De...
3w • 🌐

...

Practicing human interactions doesn't have to be hard...

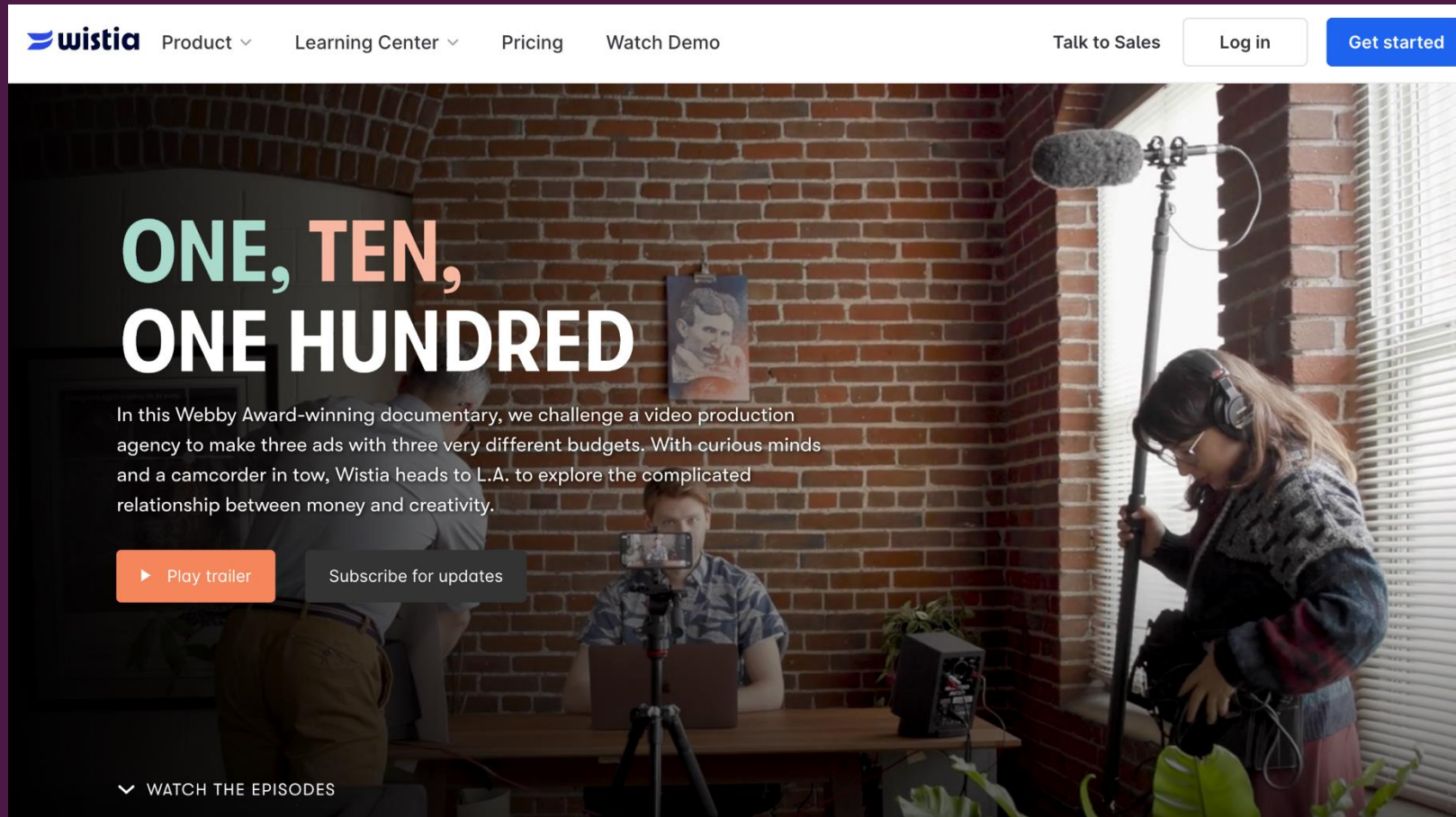
Luster can help 💎🧠 ...more

POV: you're practicing being social at a conference



TikTok
@msladybrady

Brands Being Brave

The image shows the Wistia website's header and hero section. The header is white with the Wistia logo on the left, followed by navigation links: 'Product', 'Learning Center', 'Pricing', and 'Watch Demo'. On the right side of the header are links for 'Talk to Sales', 'Log in', and a blue 'Get started' button. The hero section features a background image of a video production set with a brick wall, a man at a desk with a laptop, and a woman with a boom microphone. Overlaid on the left side of the hero image is the text 'ONE, TEN, ONE HUNDRED' in large, bold letters, with 'ONE, TEN,' in teal and 'ONE HUNDRED' in white. Below this text is a paragraph: 'In this Webby Award-winning documentary, we challenge a video production agency to make three ads with three very different budgets. With curious minds and a camcorder in tow, Wistia heads to L.A. to explore the complicated relationship between money and creativity.' At the bottom of the hero section, there are two buttons: an orange 'Play trailer' button and a grey 'Subscribe for updates' button. A small link 'WATCH THE EPISODES' with a downward arrow is located at the bottom left of the hero image.

wistia Product ▾ Learning Center ▾ Pricing Watch Demo

Talk to Sales Log in Get started

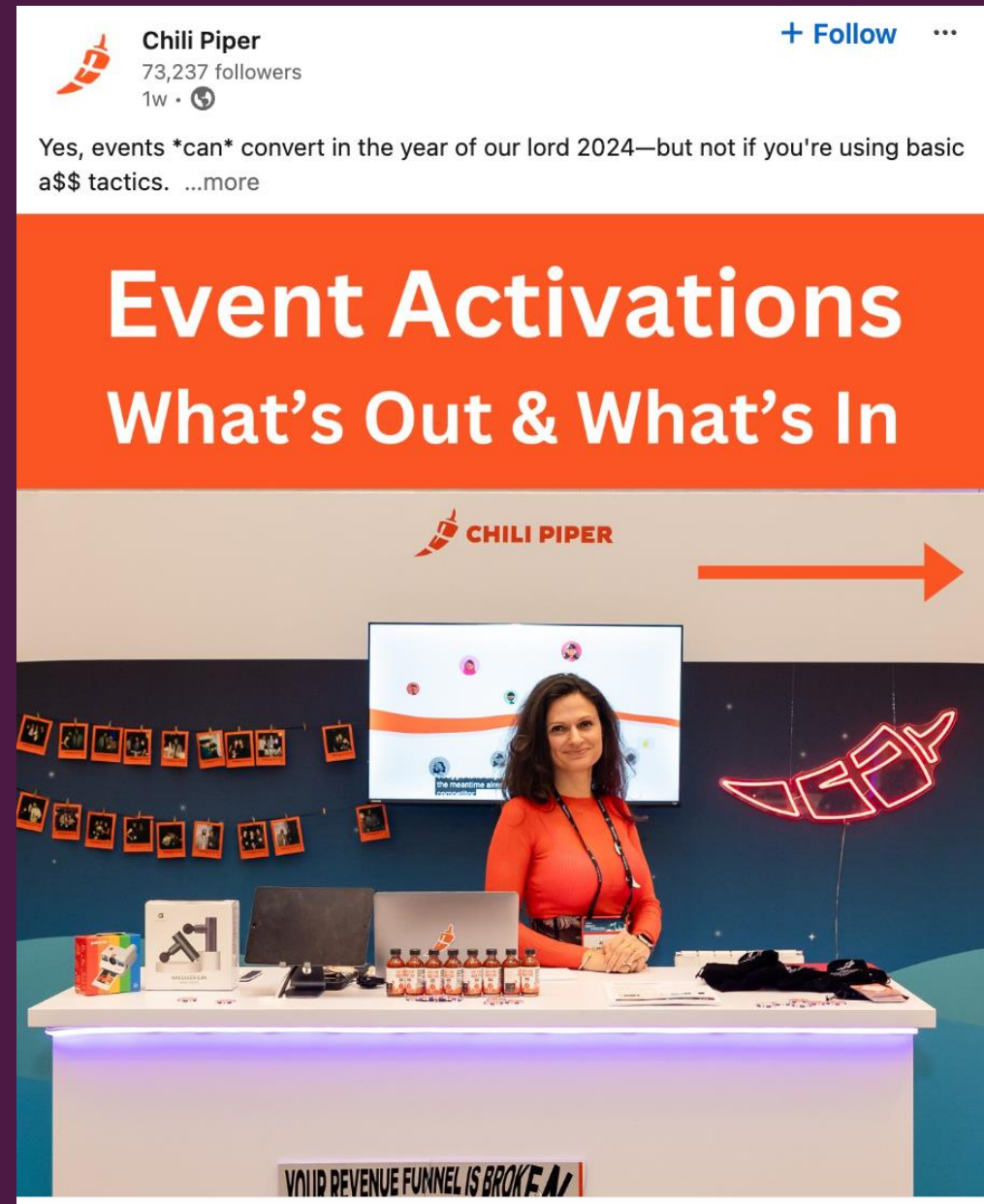
ONE, TEN, ONE HUNDRED

In this Webby Award-winning documentary, we challenge a video production agency to make three ads with three very different budgets. With curious minds and a camcorder in tow, Wistia heads to L.A. to explore the complicated relationship between money and creativity.

▶ Play trailer Subscribe for updates

▼ WATCH THE EPISODES

Brands Being Brave

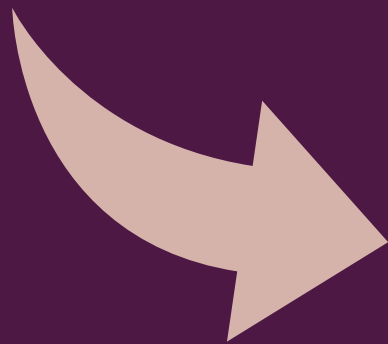


DOUBT

Human Brands Win

“Human Brands are brave enough to reject and purposefully forgo the harmful belief that the latest algorithm, growth hack, tech tool, influencer, or formula will be the easy button to success.”

Get the slides right now
plus a BRAVE freebie



Human Brands Win

Thank You!

WANT TO CONNECT? FIND ME AT:

LinkedIn

[linkedin.com/in/lindsaytjepkema/](https://www.linkedin.com/in/lindsaytjepkema/)

Website

HumanBrandsWin.com